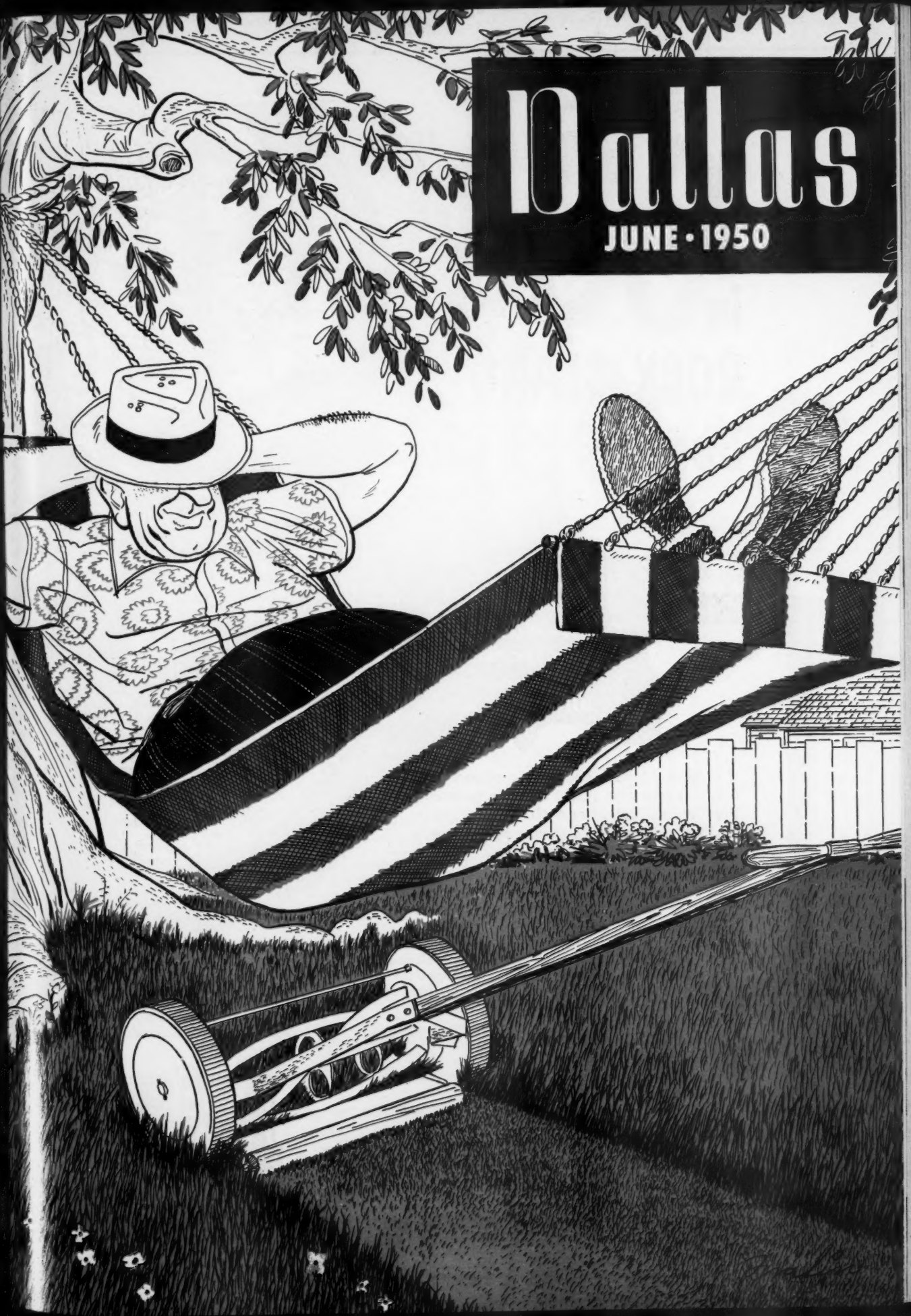


Dallas

JUNE • 1950



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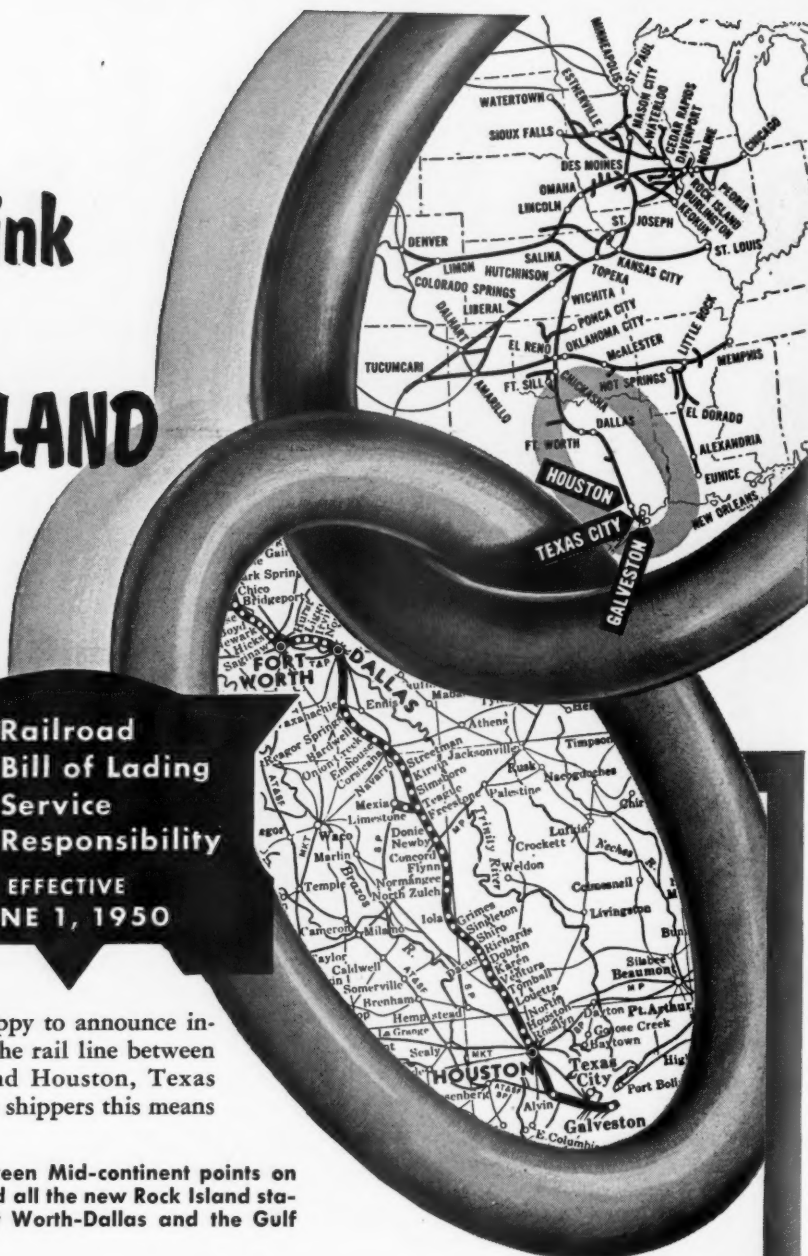
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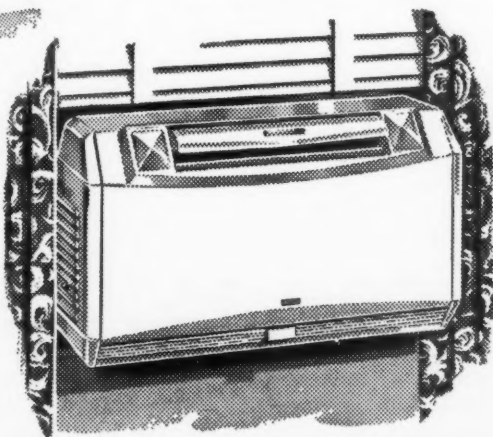
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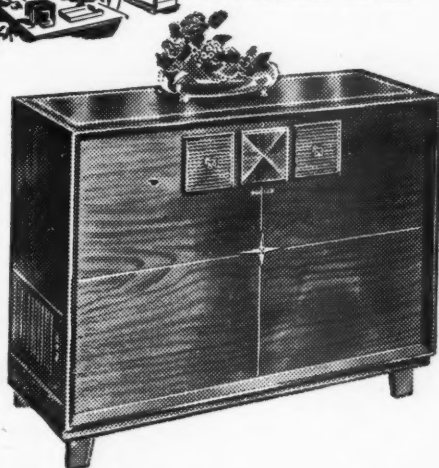
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Dallas PIONEERS



Established

1869 The Schoellkopf
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Manufacturers and
Wholesale Distributors

1872 Dallas Railway
& Terminal Co.

Street Railway

1872 Sanger Bros.

In Dallas Since 1872
Forward With Texas Since 1857

1875 First National
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Banking

1876 Trezevant &
Cochran

Insurance General Agents

1876 Fakes &
Company

Home Furnishings

1885 Mosher Steel
Company

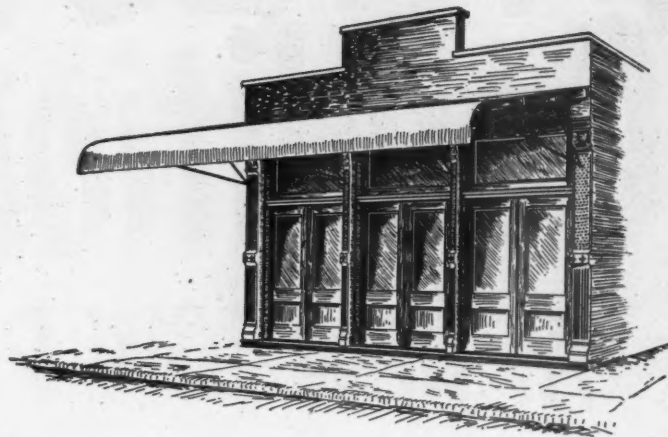
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1889 J. W. Lindsley
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THIS super de luxe cast-iron store front complete with metal awning, reproduced in the sketch above from the 1905 catalog of the Mosher Manufacturing Company, represented just about the last word in retail decor about the turn of the century. The same catalog showed a wide range of selection in Doric, Ionic, Corinthian, and other classic designs from the Greek and Roman era. Organized in 1885, the Mosher company confined its business in its early days largely to the output of its iron foundry and machine shop. The cast-iron store front has gone the way of its companion pieces, the cast-iron lawn dog and the cigar-store Indian, but the Mosher company has progressed with the times to become one of the leading steel fabricators of the Southwest and is known today as the Mosher Steel Company.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Fleming &
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Manufacturers—Paper
and Paper Products

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division
Boston Gear Works Division
Industrial Supply Division

1900 John Deere
Plow Company

Agricultural Implements

1903 Republic Insur-
ance Company

Writing Fire, Tornado, All
Lines, and Inland Marine
Insurance

1903 First Texas Chem-
ical Mfg. Company

Pharmaceutical Manufacturers

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1912 Stewart Office
Supply Company

Stationers—Office Outfits

1913 Browning-Ferris
Machinery Company

Construction Equipment

1914 Texas Employ-
ment Insurance Association

Workmen's Compensation
Insurance





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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The FEPC and Depletion

THE 81st Congress is still far from adjournment, but two matters of vital importance to Texas have for all practical purposes been determined for this session. There will be no FEPC bill this year, and the depletion allowances in effect in the petroleum and mining industries will not be reduced. Those facts became apparent in May, although neither issue can be said to have been formally considered as yet. The situation will of course bear watching during the next several weeks, since politics is none too predictable, but political alignments are sufficiently clear to warrant the conviction that both battles have been won, at least for 1950. What the more distant future holds is another matter.



DALE MILLER

The FEPC bill had a trial run in the Senate last month, and a more perfunctory demonstration of political puerility has seldom been witnessed on the Senate floor. The measure was eventually laid aside when a token cloture vote failed to muster sufficient strength to cut off debate, but the FEPC effort was so obviously superficial and synthetic that the Administration leadership will probably feel impelled to make a more ostentatious try later in the session. It is evident, however, that the 64 votes necessary under Senate rules to invoke cloture cannot be obtained at this session, so any forthcoming revival of this issue during the next few weeks will be only for the sake of wooing the organized minorities in politically powerful States during an election year.

On the other side of the Capitol the tax bill has still not even emerged from the Ways and Means Committee of the House at this writing, but it will no doubt have been reported to the floor by the time these observations appear in print. It

seems obvious, however, that the Committee will not respond to the insistence of the Administration on the reduction of depletion allowances. The tax bill must yet be considered on the House floor, and subsequently must repeat the process on the Senate side, with hearings before the Finance Committee and then consideration on the Senate floor, before being sent to conference committee for an adjustment of differences.

Consequently, when a revenue bill emerges from the Ways and Means Committee of the House it has gone through only the first stage of the legislative process, and it is subject to revision successively on the House floor, in Senate committee, on the Senate floor, and in conference committee. But it is evident that depletion supporters overcame their most formidable obstacle at the outset. On this page three months ago it was stated: "There is reason to believe that the fate of percentage depletion will be determined in this instance in the first stage of the process, the Ways and Means Committee of the House. If depletion forces lose in the House Committee, they will experience rough going through other stages of legislative consideration in an effort to reverse the action; but if they win in the House Committee, they should be able to resist attack successfully elsewhere along the line." This is still the outlook, and, although the issue may be raised again in one form or another during the next few weeks, there is virtually no likelihood that depletion allowances will be disturbed this year.

It goes without saying, of course, that these are continuing struggles, responsive to the vagaries of politics, and one or both issues will assuredly arise next year.

WASHINGTON TEXANA: The recent visit to Washington of the President of Chile was a notable event, but the Chilean flags decorating every prominent lamppost caused such confusion that the "Washington Post" published a spe-

cial article to explain that the Republic of Texas was not the nation being honored. The Lone Star flag has become familiar to thousands of Washingtonians, and the Chilean banner differs only in that its blue field with the single star extends half-way down the flag instead of all the way. Despite the explanation, lots of folks were expecting to hear "The Eyes of Texas" any moment. . . . Fritz Latham, former Congressman from Texas and now representative of the Trinity Improvement Association here, has a true story which explains the perpetual headaches of Congressmen. One of his rural constituents once wrote him requesting a copy of the Smith's Onion Report, and it was not until his Congressional staff had spent days trying to locate such an agricultural bulletin that the great truth suddenly dawned. The constituent meant the Smithsonian Report, a document issued by the national museum of that name.

It's been many a moon since Republicans on Capitol Hill have had such a good time as when their new colleague from the Texas Panhandle, Ben Guill, came to town. Elected in a special election where no run-off was required, the newcomer is Texas' first Republican Congressman in 20 years, and the GOPers welcomed him with the fanfare usually accorded a potentate. But they are a bit wary all the same, since he has already made the Old Guard wince a couple of times because of his political unorthodoxy. . . . Texas can get in the news the oddest ways, this time by supplying the most celebrated baby of the year. The birth and subsequent disappearance of the whooping crane at the bird refuge near Corpus Christi was front-page news in Washington papers for several days late last month, maybe because of the awesome respect any politician would feel for a bird whose bray can be heard for miles.

An annual event each year is the Democratic-Republican baseball game played for charity, and Texas participants, as usual, supply much of the unpredictable color. Congressman Tom Pickett, for instance, nearly got knocked out when he was hit by a ball he had thrown himself. Protesting an umpire's decision at first base, he hurled the ball against the ground, where it hit a hard rock and bounded instantly back against his chin. After being revived, he heroically stayed in the game. . . . Congressman "Tiger" Teague of Texas has

(Continued on Page 46)



CHAMPAGNE FOUNTAIN was a popular spot during the cocktail hour which started off an exciting evening of fun, food, entertainment, and dancing at the Market Week party of the American Fashion Association, attended by 3,200 guests.

Photography by Squire Haskins



AMONG THE STARS of eight of the nation's top variety acts which entertained American Fashion Association guests during the Theater Hour of AFA's mid-week party was Marthe Errolle, center, above, one of America's leading singers, who will be heard in the Starlight Operetta presentation of "Maytime." She is shown with Charles R. Meeker, left, Starlight Operetta manager, who produced AFA's entertainment program, and Lanny Speyer, AFA president.

Market Week

**Dallas Showing of Fall Styles Breaks Records
For Attendance and Sales: Business from 5,000
Buyers From Sixteen States Exceeds \$7,500,000**

DALLAS this month wound up one of its four seasonal market weeks in the field of fashion, after breaking every peacetime record for attendance and sales.

Lovely mannequins paraded the styles for Fall, 1950, as made in Dallas and elsewhere in the nation. And the orders were written up: More than \$7,500,000 of business by the membership of the American Fashion Association, the Market Division of the Dallas Chamber of Commerce.

Some 5,000 buyers from 16 states were in town for the six-day showing of 859 lines of women's and children's apparel by 390 exhibitors at the Baker, Adolphus, Southland, and Bluebonnet Hotels. In addition, Dallas fashion manufacturers displayed their merchandise in their own showrooms.



PRE-TESTED FASHIONS produced by Dallas manufacturers were shown to buyers at Dallas Fashion Center's party at Pappy's Show Land. A floor show and dancing followed the style presentation.

The size of the market is indicated in the thick 444-page buyers' guidebook issued for it by the American Fashion Association.

While in Dallas, the buyers paid out \$750,000 to \$1,000,000 in personal expenses. This is the estimate by Lanny Speyer, American Fashion Association president, of the amount spent for rooms, meals, entertainment, and other personal items.

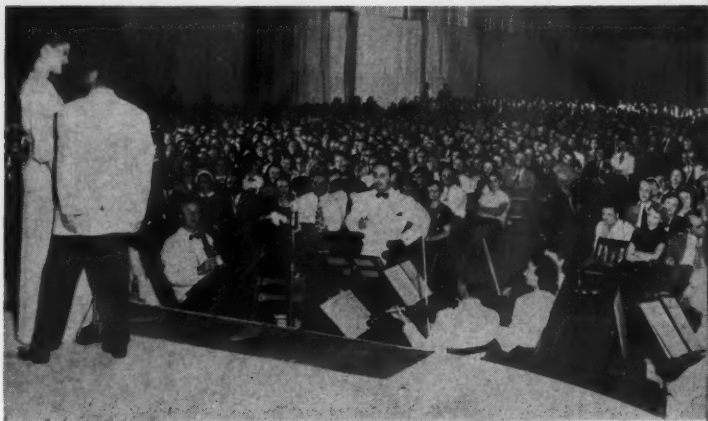
The buyers were guests of the AFA at its biggest party to date. Attended by some 3,200 persons, the mid-week event opened in the huge Automobile Building at Fair Park with a champagne hour. Then followed an hour and a half of top-rank theatrical entertainment, and finally supper and dancing.

On the opening night of Market Week, the Dallas Fashion Center, comprising 35 Dallas manufacturers of women's and children's apparel and accessories, was host to the buyers at a different kind of fashion presentation at Pappy's Show Land. The buyers saw not just the "show-pieces" of the new Dallas fall clothes but the fashions that won acceptance in pre-market showings, those selected by buyers as the "best sellers" in each DFC member's line during an "on the road" test

DALLAS • JUNE, 1950



LONG SNACK BAR was heaped with a big variety of sandwiches and pastries for AFA's supper-dance.



AFA GUESTS watched an hour-and-a-half show made up of eight variety acts headlined by some of the nation's leading entertainers. Bus transportation to Fair Park was provided by AFA.

period of two weeks to a month before Market Week.

A total of 1,254 buyers attended the Fall Fashioncast breakfast clinic sponsored by the American Fashion Association in the Crystal Ballroom of the Baker Hotel. The clinic was conducted by Jack Hughes, apparel merchandise manager of A. Harris & Company. Style show commentary was by Connie Baughman,

A. Harris stylist. The 1,254 attendance at the fashion breakfast topped the 1,008 total at the same kind of affair during the January market, usually a bigger show, pointed out Henry W. Stanley, manager of the Dallas Chamber's Market Division.

Market Week not only accented Dallas' importance as the great regional wholesale center for fashions but pointed up

FIRST ARRIVALS among the buyers are shown registering. Some 5,000 checked in during Market Week at AFA registration tables set up at the Adolphus, Baker, Southland, and Bluebonnet Hotels.





"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous !"

TUNE IN! Mr. and Mrs. Ronald Colman, "The Halls of Ivy," Friday nights on NBC

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DANCING to the music of Carlos Molina's Orchestra concluded American Fashion Association's six-hour party for buyers in the spacious Automobile Building at Fair Park, attended by 3,200.



MODELS who paraded fall fashions at AFA's breakfast clinic in the Baker Hotel Crystal Ballroom are shown dressing in the adjoining Texas Room. The Fall Fashioncast was attended by 1,254.



IN HOTEL DISPLAY ROOMS, such as the exhibit above, buyers saw 859 lines of women's and children's apparel during the six-day showing of the American Fashion Association. Market Week's business: More than \$7,500,000.



390 EXHIBITORS of the American Fashion Association set up showings of apparel at the Baker, Adolphus, Southland, and Bluebonnet Hotels, such as the display above. Dallas Fashion Center members exhibited in their own showrooms.

Dallas' position as far and away the leading manufacturing city in women's and children's wear in Texas and the Southwest. With wartime impetus, local fashion flair, and a longtime role as Southwest regional distributing hub, Dallas has come up fast as a feminine apparel market. Nationally, its market standing is probably fifth in overall importance (New York, Chicago, St. Louis, California, Dallas).

The fashion industry reflects the Dallas growth story, with accent on the last 10 years or so. Compare the currently estimated \$60,000,000 annual volume of the Dallas market (women's and children's, wholesale) with about \$17,000,000 in 1937.

Here's a statistic: The Dallas apparel market buys more than 60,000,000 yards of fabric annually to go into the clothes it makes.

Some 80 companies manufacture women's and children's clothes in Dallas;

they have an annual payroll of about \$20,000,000; they sell to 18,000 retail stores in more than 3,500 cities in all 48 states.

Wartime demand led many buyers to discover the Dallas fashion market. Finding things they liked, they remained post-war customers. This has given the Dallas

market a strong impetus.

One of only four Schools of Design in the country with a direct working relationship with a market was founded in 1944 at Southern Methodist University with stimulus from the Dallas industry. It graduates have gained national recognition.

POLKA DOT ROOM was setting for mammoth supper-dance for visiting buyers held in Automobile Building at Fair Park with American Fashion Association as host.





GRASS BREEDING NURSERY was toured by the visitors including the group above shown hearing an explanation of the breeding program by Harold L. Hackerott, left, a member of the research staff of the Texas Research Foundation. Cool-season perennial grasses are being experimentally grown with the goal of developing an all-season pasture system for the area.

MASTER OF CEREMONIES for the program that climaxed the field day events, George MacGregor, president of the Dallas Citizen Council, is pictured at left, below, with Dr. C. Lundell, director of Texas Research Foundation.



PAUSE FOR REFRESHMENTS is being taken beneath the hospitality tent by some of the visitors including left to right, seated, John W. Carpenter, president of the Dallas Chamber of Commerce; Henry Bell, Fort Worth, general manager and secretary of the Texas and Southwestern Cattle Raisers' Association; R. L. Thornton, chairman of the board of the Mercantile National Bank; Ray W. Willoughby, San Angelo, president of the Texas and Southwestern Cattle Raisers' Association; T. C. Richardson, Texas editor of the "Farmer-Stockman"; and Henry Biederman, Fort Worth, editor of the "Texas Cattleman." In bottom photo, tomato plants in greenhouse are being shown by Dr. W. Derby Laws, associate soil scientist for the Texas Research Foundation. The tomatoes are part of an experiment comparing results of growing in pots with nutrients in sterile solution (no soil) and growing in other pots in soils (especially blackland) to which organic matter and fertilizers have been added.



Field Day

at Texas Research Foundation

Dallas Businessmen See Soil Program at Annual Open House and Barbecue

for the progre
nts, George
Dallas Citize
y, with Dr. C
ch Foundati



as
ch
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See
annual
becue



KEYNOTE SPEAKER for the occasion, Louis Bromfield, famous novelist and operator of the Malabar farming enterprises of Ohio and Wichita Falls, Texas, is pictured at left, below, with H. L. Hunt, president of Hunt Oil Company.



ON HAND for a look at experimentation under way at Texas Research Foundation were also, left to right, above, Dr. T. S. Painter, president of the University of Texas; Dr. E. H. Cary, president of Southwestern Medical Foundation, and Edgar L. Flippen, chairman of the board of the First National Bank.

GUESTS at the field day events also included, left to right, above, John W. Runyon, first vice president of the "Dallas Times Herald" and president of KRLD and KRLD-TV; J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce; and Clyde W. Rembert, managing director of KRLD and KRLD-TV.



PROGRESS being made by the Texas Research Foundation toward the solution of agricultural problems of the Texas blackland region was viewed by Dallas business leaders last month.

The occasion was the annual open house and barbecue at the Foundation's plant at Renner. Tours by more than 1,000 visitors of the field and laboratory experiments highlighted the day's events. The keynote speech at the closing program which followed the barbecue was made by Louis Bromfield, noted writer and agriculturist.

The Dallas Chamber of Commerce and the Dallas Citizens' Council had designated the field day for a joint membership gathering, and many of Dallas' best known business leaders rubbed elbows with landowners, farmers, agricultural representatives, and others in an inspection of grasses, legumes, and various crops being grown in the program being conducted by the Foundation's staff.

After the serving of the barbecue supper, E. P. Simmons, president of Sanger Brothers and chairman of the Foundation's executive committee, announced three national and Texas awards, totaling \$15,000 in cash in addition to gold medals, for the encouragement of agriculture and contributions to sciences allied to agriculture. These awards will be made biennially by the Hoblitzelle Foundation of Dallas through the Foun-

dation's Karl Hoblitzelle Agricultural Laboratory.

These awards were likened by Mr. Bromfield in his address to the Pulitzer and the Nobel awards in their respective fields. The speaker also praised the Texas Research Foundation as "the most valuable institution of its kind in the United States and perhaps in the world, which is doing more good than any institution of its sort in the nation." He said that, with the use of information which will flow from the activities of the Renner institution, "it is inexcusable today to be a bad farmer."

The Texas Research Foundation has entered its fifth year as an independent institution of education and research and its seventh since its founding. A budget calling for an expenditure of \$231,501 for the ensuing year, has been adopted.

John W. Carpenter, president of the Dallas Chamber, welcomed the visitors. George L. MacGregor, president of the Dallas Citizens' Council, was master of ceremonies. E. M. (Ted) Dealey, president of the "Dallas Morning News" and a trustee of the Foundation, introduced Mr. Bromfield.

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Dallas Is Two-Billion-Dollar Wholesale Center

Sales of Retail and Service Establishments Also Skyrocketing, Census Figures Reveal

DALLAS County's retail, wholesale, and service establishments enjoyed a substantial expansion in dollar volume of trade from 1939 to 1948, according to preliminary figures from the 1948 Census of Business released by the Bureau of the Census, United States Department of Commerce.

The wholesale sales volume of \$2,197,642,000 for 1,766 firms in Dallas County in 1948, an increase of 358 per cent from the \$479,834,000 volume for 1,084 firms in 1939, when the preceding Census of Business was taken, reveals Dallas to be the biggest wholesale center in the Southwest by a wide margin. Trailing far behind by some \$500,000,000 is Harris County (Houston), whose 1,323 establishments did \$1,672,754,000 of wholesale business in 1948 as compared with \$464,645,000 by 879 firms in 1939.

Wholesale sales for Orleans Parish (New Orleans) totaled \$1,276,098,000 for 1,189 firms in 1948 as compared with \$437,639,000 for 1,022 firms in 1939. The wholesale sales volume for 583 establishments in Tarrant County (Fort Worth) in 1948 was \$662,042,000 as against \$149,436,000 or 459 establishments in 1939. The census figures revealed that 696 firms in Bexar County (San Antonio) did a wholesale business of \$485,819,000 in 1948 as compared with \$124,667,000 of wholesale business done by 455 firms in 1939.

Dallas County's retail sales in 1948 aggregated \$708,545,000 for 5,928 establishments in 1948, an increase of 276 per cent over the \$188,536,000 volume for 5,217 establishments in 1939. A breakdown of the firms contributing to the total retail sales volume for Dallas County reveals that 1,306 firms in the food group did \$129,708,000 of business in 1948, 1,429 eating and drinking places did \$45,818,000 of business, 233 general merchandise stores had \$156,338,000 of sales, 336 stores in the apparel group did \$63,283,000 of business, 312 firms in the furniture, home furnishings, and appliance group had a sales volume of \$37,075,000, 274 firms in the automotive group had \$119,049,000 of sales, 603 gasoline service stations had a sales vol-

ume of \$27,304,000, 259 firms in the lumber-building-hardware classification had total sales of \$47,291,000, 219 drug and proprietary stores did total business of \$23,325,000, and 957 other types of retail outlets had a total sales volume of \$59,354,000.

The service trades in Dallas County reported receipts of \$59,521,000 for 2,655 firms in 1948 as against \$15,300,000 in 1939. The 1948 volume was divided \$26,004,000 for 1,473 personal service firms, \$12,639,000 for 263 business service firms, \$11,907,000 for 527 automotive repair and service establishments, and \$8,971,000 for 392 other types of repair services.

Eighty-two tourist courts and camps in Dallas County did \$1,958,000 of business in 1948. Two hundred and one amusement firms reported a sales volume of \$10,501,000 in 1948. No comparable figure for 1939 is available.

The breakdown of total wholesale sales for Dallas County shows \$837,952,000 for 896 merchant wholesalers, divided 103 firms in the groceries and foods group which did total business of \$93,178,000 in 1948, 52 drygoods and apparel firms with a sales volume of \$36,129,000, 97 hardware, electrical, plumbing, and heating firms with total sales of \$70,416,000, 212 establishments in the machinery, equipment, and industrial supplies category with total sales of \$76,605,000, 83 automotive parts and accessories firms with sales volume of \$35,996,000, and 349 other merchant wholesalers with total volume of \$525,628,000.

Four hundred and thirteen manufacturers' sales branches and offices did a wholesale sales volume of \$963,433,000 in 1948. The aggregate sales volume also included \$25,732,000 for 27 petroleum

bulk plants and terminals, \$340,433,000 for 382 merchandise brokers and agents, and \$30,092,000 in sales for assemblers of farm products.

Pointing up Dallas County's importance as a wholesale center is the fact that the volume of wholesale trade done by Dallas County distributors exceeded the volume done by all wholesalers in several individual states. For example, the Dallas County volume was greater than totals for such states as Alabama, Kansas, Kentucky, Florida, Oklahoma, Louisiana, Arkansas, or Mississippi.

The Census of Business figures also revealed that 3,648 wholesale establishments within a 100-mile radius of Dallas did a total business of \$3,323,834,000 in 1948 as compared with \$783,232,000 in 1939. They had 40,409 employees. A total of 24,081 retail firms in the same area, with 102,411 employees, reported total sales in 1948 of \$1,866,690,000 as against \$533,401,000 in 1939. A total of 8,834 firms in the service trades within 100 miles of Dallas had aggregate sales of \$124,521,000 in 1948 as compared with \$40,694,000 in 1939. They had 22,130 employees.

Dallas County's effective buying income (disposable income remaining after the subtraction of taxes) amounted to \$868,416,000 in 1949, it is reported by the magazine "Sales Management" in its 1950 Survey of Buying Power. Effective buying income per family was reported as averaging \$5,023. The publication's effective buying power figure for the City of Dallas was \$801,460,000; an average of \$5,401 per family.

"Sales Management" also estimated that Dallas County residents spent a total of \$759,244,000 in 1949 for retail purchases. This was divided \$134,515,000 for food, \$164,651,000 for general merchandise, \$26,116,000 for drugs, and \$35,248,000 for household, furniture, and radio items. The publication's estimate for retail sales in the City of Dallas was \$696,227,000. This was divided \$110,657,000 for food, \$163,020,000 for general merchandise, \$23,547,000 for drugs, and \$34,886,000 for furniture, household, and radio items.

Dallas Population Gains 138,071 Since 1940 Count

Dallas' preliminary census report reveals that 432,805 people live within the city's corporate area—an increase of 138,071 over the 1940 population of 294,734. This is a gain of 47 per cent.



Lasso Club Tops Membership Goal for First Half of 1950

THERE was special significance to the joining of the Dallas Chamber of Commerce last month's end by Weldon M. Anderson and Henry F. Evans.

As the 500th and 501st new members of the year respectively, they enabled the Lasso Club, the Chamber's membership recruiting division, to reach its first-half year's goal a month ahead of schedule and get a running start toward its objective for the last half of 1950. The club has a target of 1,000 new members this year, 500 to be obtained by June 30.

Ben H. Wooten, Chamber membership chairman and honorary foreman of the Lasso Club, is shown at left, above, presenting membership certificates to Mr. Anderson, center, and Mr. Evans, right. Other new members are listed as follows, together with information regarding their business addresses, firm representatives, and type of business:

Empire Drilling Company, 711 Mercantile Securities Building; Stuart Hunt; drilling contractor.

Frank G. Stevenson, Dobbs Airport Restaurant, Love Field Administration Building.

Brickstone Dallas, Inc., 518 Irwin-Keasler Building; Frank E. Jordan; building materials.

Sternberg - Martin & Company, Inc., Cotton Exchange Building; Ed Martin; cotton merchant.

Paul R. Breeding, secretary and manager of Carrollton Chamber of Commerce; Carrollton, Texas.

Oak Lawn Food Mart, 3502 Oak Lawn; W. R. Evans, Jr.; retail grocery.

Shaw Equipment Company, 2510 South Lamar; Alan H. Snyder, Sr.; distributor of contractors' building machinery.

The Euclid Road Machinery Company, 2524 Main; A. A. Speer; manufacturer.

Martin - Lumby Company, 1845 Plantation Road; M. G. Martin; construction machinery.

Greene Printing Service, 208 South Record; Howard H. Greene.

Ward Heater Company, 1075 Second Unit, Santa Fe Building; C. K. Patton; floor furnaces.

Snappy Service System, 5721 Lovers Lane; Albert L. Pierce; cafe.

H. Leslie Hill, 4553 Lovers Lane; builder.

Greenville Avenue Grocery and Market, 2906 Greenville; Mrs. Chris La Barba; retail.

Liberto's Food Store, 4714 Greenville; F. O. Liberto; retail.

Frank Percy, M. D.; 2606 Oak Lawn.

D. M. Teague, Texas Bank Building; attorney.

Fred Wiedemann, general agent, Minnesota Mutual Life Insurance Company, 1119 National City Building.

Payless Liquor Store, 5725 Lovers Lane; Milan Medick; retail.

Sea Coast Fish Company, 5719 Lovers Lane; Johnny Varasia; fish market.

Castleman & O'Neill, 806 First National Bank Building; William P. Castleman, Jr., and J. I. O'Neill; oil.

Holman Brothers, 1210 Ross; Fred F. Holman; machinists and boiler makers.

Filter Queen of Dallas, Inc., 2018 Cedar Springs; M. B. Straus; home sanitation system.

Bankers Discount Corporation, Mercantile Securities Building; William Ross Kennedy and Garth W. Daniel.

American Poster and Printing Company, 1600-02 South Akard; Harry L. Kaplan; poster and printing display.

Andy Anderson, Ltd., 1800 Main; Weldon M. Anderson; men's clothing.

Harold O. Scott, 1420 Commerce; optometrist.

Big Top Flavors, Inc., 1905 Plantation Road; Russell C. Moody; beverages.

Perfection Outside Blind Company, 4118 West Jefferson; H. W. Morrow.

Dardy's Rugs and Carpets, 3009 Ross; G. I. Dardaganian; retail rugs and carpets.

Rowan Floors, 3414 Ross Avenue; J. V. Rowan; floor covering engineer.

Joe E. Boughton, Texas Bank Barber Shop; Texas Bank Building.

Robert A. Yarber Realty Company, 8127 Preston Road.

B. L. Aronoff, M. D., 1328 Medical Arts Building.

United Motor Exchange, 2932 Main; Clayton Wharton; rebuilt motors.

The Gaston Hospital, 3505 Gaston; Mrs. Irene Weaver.

Gray's Office Furniture Company, 301 North Harwood; R. W. Gray; retail.

Marvin C. Wells Real Estate and Insurance Company, 4924 Cole.

Lincoln County Mutual Fire Insurance Company, 215 Cotton Exchange Building; Carl B. Jordan.

Thomas Bate and Sons, 515 Thomas Building; A. R. Hawkins; general contractor.

Blakeley and Blakeley, 311 Southland Life Building; attorneys.

Evans Furniture Company, 6420 Gaston; H. F. Evans; retail furniture.

Blanchard Real Estate and Building, 4354 Lovers Lane; Mrs. Ray Blanchard.

Sproles and Cook Machinery Company, Inc., 151 Howell; Earl Sproles; industrial machinery.

Peerless Equipment Corporation, 1318 North Industrial; George V. Mc-

(Continued on Page 19)

Mme. Vian

By Mary Fletcher Cavender

"DALLAS has become a city known internationally for its right-fashioned clothes and its style-conscious buying public. I was told it was so, and when I came I found it to be true that there is actually a trilogy of fashion-smart cities: Paris, New York, and Dallas".

So says Mme. Vian, one of Dallas' most imaginative clothes designers.

In the slate-gray building at 2512 Cedar Springs in the heart of an exciting shopping district full of fine photographic shops, French antique shops, old world print shops, and continental dance studios there is a salon for women's clothes that adds the touch of sophisticated luxury for which Dallas is renowned. The building is a striking paradox with its somber massive brick and gayly painted varicolored doors, each one announcing the way to a different shop. The golden door leads to Mme. Vian's display salon of individually designed bridal dresses, trousseau lingerie, society ball gowns, and fine dresses for all occasions.

Mme. Vian believes that dressmaking requires the same amount of talent as does an accomplished pianist, violinist, painter, or dancer. Her talent found its source in the ability for exact attention to detail she inherited from her French scientist father, and the love of beautiful clothes and feel of the use of fabrics taught her by her Italian mother who was a dress designer before her.

"I did not attend any school such as exists today in order to learn to ply my trade," Mme. Vian explained. "Schools of fashion design are a modern form of education that has become accepted even by many of the leading designers in the past few years. The century old process of becoming an apprentice to a dressmaker and practicing art and design work in the few moments of spare time is the school that I attended. I am so very interested in Southern Methodist University's School of Design. I know what a wonderful thing it is for these young people to have their talents nurtured and trained by people who have time to teach rather than only to be able to watch for answers without anyone to question. I



WEDDING DRESSES such as the luxurious one being modeled above are a specialty of Mme. Vian, left. The gown pictured was made of imported Swiss organdy delicately embroidered in a rose spray pattern. Roses were cut out in petal and leaf pattern and placed around and above extremely full flared flounce of plain Swiss organdy. The dress contains 52 yards of material, several skirts underneath the embroidered top gown, and an illusion neckline with repetition of the same cut-out roses and leaves around the shoulder line, with the same trimming on the head piece and gloves. The French bridal illusion veil is hand rolled.

was fortunate in that my mother took the time to explain to me why she did certain things, how she judged what would go well with various personalities, and how to use the imagination I have been given."

After spending her early girlhood working with her mother and determining to become a fashion designer, Mme. Vian took a few of her sketches and applied for a position as apprentice with the famed clothing design firm of Fenwick, Roth and Carnegie. At that time, Mrs. Hattie Carnegie was known best as a millinery designer, and Mary Roth was the toast of New York for dress designing. Mme. Vian worked under Mary Roth for three years, applying all she had learned from her mother and from the fellow designers at the Fenwick, Roth and Carnegie shop on Broadway near Eighty-Third Street.



THIS SIGNATURE is the identifying trademark of clothes designed by Mme. Vian.

"One might say I had one of the most exciting positions a woman could have," she recalled.

The year was 1914, and styles radically changed almost overnight from the long darkish tones to gay and varied styles. Clothes became lavish at the end of the decade and in the early twenties. During that time, Mme. Vian designed the personal wardrobe of Mary Garden, darling of the Chicago Opera Company, and many of the stage gowns for Metropolitan Opera star Rosa Ponselle.

Mme. Vian then became Mrs. Charles Collord, wife of a young Newark, N. J., druggist. Clothes took a back seat to the career of rearing three boys.

"But I managed to make all of them designers in a way," she laughed.

One son is a bomb design engineer in the United States Navy, one is an electrical engineer, and the third manages her Newark shop and is half-owner with his mother of the Dallas shop.

After her family had grown up, Mme. Vian began again to work full-time on fashion sketches. She became spectator sports clothes designer for William J. Turoff Company and held this position for 10 years. She left this firm to open

(Continued on Page 39)



A LIFT for LIFE!

Frosty Cold!

Takes small space
(only 18"x22")
Can earn \$208.
cash profits per year

Pyramids
Extra Profits
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Easy to load ...
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jam-ups

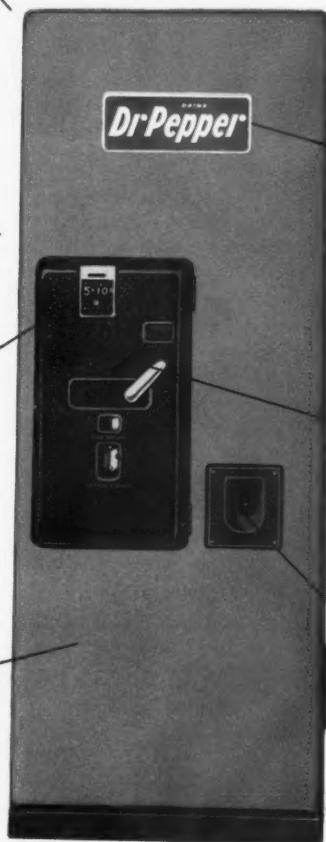
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assures quick
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level

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designed ...
handsome, baked
enamel
Dr. Pepper green
finish

Vends
every bottle
frosty cold



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Armed Forces Day. Dallas' observance last month of National Defense Week, which started off with an open house and exhibition at the Dallas Naval Air Station and included the formal opening of a new 7,500-foot runway at Hensley Field, was climaxed with an Armed Forces Day parade downtown highlighted by an aerial fly over of 100 planes. Some of the week's events are pictured above.

In second photo from left, top row,

Vice Admiral John D. Price, chief of naval air training at Pensacola, Florida, and Dallas' Armed Forces Day guest, is shown being awarded a commission in the Texas Navy by George Waverley Briggs, national councilor of the Dallas Chamber of Commerce, who acted in behalf of Governor Allan Shivers.

Two F7U-1 Cutlasses were put through acrobatic maneuvers as part of the ceremony opening the lengthened Hensley Field runway, center photo, top row. To open the runway formally, a ribbon was cut (center photo, bottom row) with a 200-year-old Turkish cutlass by Lt. Colonel William N. Hensley, right, while Admiral Price looked on. Frederick O.

Detweiler, general manager of Chance Vought Aircraft, producer of the Cutlass jets, is pictured in photo at right, bottom row, addressing a group of about 200 civic and military leaders at a luncheon held at the plant just before the runway opening ceremony.

A group of Dallas civic leaders and military officers are pictured at left, bottom row, watching Chance Vought's jet fighters streaking overhead. Left to right are: D. Harold Byrd, P. B. Garrett, Lt. Commander G. F. Vance, Lt. Commander J. W. Scoggin, and Commander B. A. Miles. Tank from the 49th Armored Division is shown, center photo, right, passing parade reviewing stand.

SAN ANTONIO

(via Waco and Austin)

DAILY ON THE TEXAS SPECIAL

Lv. Dallas 7:50 am
Ar. San Antonio 2:45 pm

DAILY ON THE BLUEBONNET

Lv. Dallas 9:00 am
Ar. San Antonio 6:00 pm

DAILY ON THE KATY FLYER

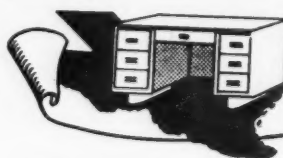
Lv. Dallas 11:00 pm
Ar. San Antonio 7:59 am

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J. D. Brewer Is New President Of Retailers

J. D. BREWER of Ring & Brewer became the new president this month of the Dallas Retail Merchants' Association, a division of the Dallas Chamber of Commerce. Elected at a meeting of the organization's board which followed a membership luncheon called for the selection of new directors, Mr. Brewer has succeeded Dan T. Gabrysch of LaMode Ready to Wear.

Other officers chosen are P. J. Venturine, vice president of Titcher-Goettinger Company, vice president; L. E. Langston, Jr., general manager of Volk Bros. Company, treasurer; and R. C. Dolbin, re-elected manager and executive secretary.

At their annual meeting at the Baker Hotel, the members of the Dallas Retail Merchants' Association elected two new directors, renamed two for full terms on the board, and reelected three others, all for three-year terms. The new directors are W. H. Mannefeld and R. M. Speer. The directors who have been serving out unexpired terms and have continued for full terms are S. T. Chandler and M. W.

New Members

(Continued from Page 15)

Larnan; distributor of agricultural and industrial machinery.

W. T. (Bill) Bird, 401 Republic Bank Building; realtor.

Alamo Hotel Courts, 712 Fort Worth; O. E. Zacharias.

Texas Wholesalers Jewelers, 501-2 Praetorian Building; R. B. Slaton; wholesale.

Horace B. Houston, Jr., Commercial Building; attorney.

Irion, Cain, Bergman & Hickerson, 610 Mercantile Bank Building; attorneys.

Southwestern Automobile Auction Center and Market, 3101 Main; Mrs. Pauline Hammon.

Martin & Martin, 1736 Fort Worth; Joseph B. Martin; contractors.

Dr. Claude D. Winborn, 317 Medical Arts Building; eye, ear, nose and throat.



OFFICERS for the ensuing year of the Dallas Retail Merchants' Association are, left to right, L. E. Langston, Jr., treasurer; R. C. Dolbin, manager and executive secretary; P. J. Venturine, vice president; and J. D. Brewer, president.

Rowe. Reelected directors are A. J. Biggio, Jr., J. D. Brewer, and P. J. Venturine.

Holdover directors are L. N. Bromberg, Myron Everts, H. P. Horsley, Ray C. Dixon, Otto Lang, Fred C. Marth, E.

Paul Penland, J. O. Yeargan, Robert A. Ross, James K. Wilson, L. E. Langston, Jr., A. A. Hopkins, Harry Ernstrom, and Dan T. Gabrysch. R. T. Hunt and C. W. House have retired from the board.



Dallas Banker Fred F. Florence, chairman of the new Texas Advertising Committee of the United States Independence Savings Bond Campaign, organized to accelerate the purchase of savings bonds by the public, is pictured during his conference recently at the Baker Hotel with newspaper publishers and advertising executives of the press, radio, and outdoor billboard industry to map plans for the drive.

Mr. Florence, who is president of the Republic National Bank of Dallas, emphasized that the savings bond program not only benefits individuals who invest in the bonds but also aids in the preservation of national freedom, since money invested in the bonds helps keep America's military defenses strong in these times of atomic anxiety. Pictured above, left to right, are Martin Campbell, managing director of Radio Station WFAA; W. A. Gibson, Jr., Ft. Worth, president of the Texas Outdoor Advertising Committee; Chairman Florence; and Louis Goldberg, business manager of the "Austin American-Statesman."

IN DALLAS *Last Month*



Named District Manager. Roy Litton Sherrill, Jr., has been appointed Southwest district manager for the newly created air-conditioning products department of Westinghouse Electric Corporation's Sturtevant division. Mr. Sherrill, who will have headquarters at 1608 Canton, joined the company in 1946 and most recently has been air-conditioning specialist in Atlanta.

R. L. INGLEHART has been elected president of the Dallas County Mental Health Society, succeeding WILLIS TATE. Other new officers are DR. THOMPSON SHANNON, vice president; MRS. E. J. KAHN, secretary; and I. EDWARD TONKON, treasurer.

ELTON L. MILLER is president of the newly formed White Rock Kiwanis Club. Other officers are TOM L. BEAUCHAMP, JR., vice president; G. JACKSON DUNN, secretary; and C. J. GLENN, treasurer.

J. DAVID RUTLEDGE, who has operated his own advertising agency in Dallas for the past year, has become associated with the Dallas advertising firm of Lannan and Sanders, Inc.

FRED (RED) HARRIS is the new president of the Oak Cliff Lions' Club, succeeding S. W. TAYLOR. Other officers are S. V. MCCARLEY, A. E. HARRIS, and AARON SMITH, vice presidents; and R. D. MORGAN, secretary-treasurer.



Joins Merchants State. Edward L. Vint has become vice president of the Merchants State Bank. Mr. Vint, who began his banking career in 1929 with the Citizens State Bank at Sealy, Texas, has been a bank examiner for the last three and a half years for the Federal Deposit Insurance Corporation.

J. BEN CRITZ, vice president and general manager of the Dallas Chamber of Commerce, has been elected a director of the Texas Chamber of Commerce Managers' Association.



**GENERAL OFFICES OF
FRANK RIMMER AND COMPANY**

Functional Beauty

The offices of Frank Rimmer and Company combine modern utility with the beauty of period style. Genuine Walnut furniture is used throughout, the commercial grade desks supplied by the Standard Furniture Co., Herkimer, N. Y. The inherent richness of the wood gives long-lasting beauty, while the office arrangements offer the functional qualities that are so necessary. Let Stewart's Survey Service solve your office problems — recommending space and money-saving arrangements.

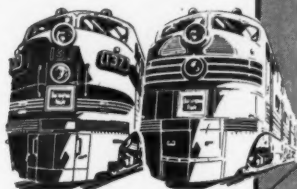
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An Improved Transportation Artery for World-wide Commerce

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FORT WORTH AND DENVER CITY RAILWAY

All the Way Between

Galveston - Houston - Texas City and Dallas - Fort Worth

June 1st, Fort Worth and Denver City Railway—a vital part of the great Burlington System—began operating individually into the Texas Gulf Ports of Houston, Galveston and Texas City, providing overnight freight service every night between the Gulf and North Texas.



Starting in 1882 with 40 miles of track between Fort Worth and Decatur, today Fort Worth and Denver City Railway—comprising 1,130 miles of Texas railroad—serves as a connecting line be-

tween the Texas Gulf Coast and the vast empire of America.

Now, Burlington Lines' streamline diesel-electric freight locomotives assure faster, safer freight service for more shippers than ever before, and Burlington Zephyrs provide the ultimate in speed, safety and comfort for travelers.

In Houston, we are part of the Houston Belt & Terminal Railway Company; in Galveston, we operate out of Fort Worth and Denver City Railway Freight Terminal; and in Texas City, thru facilities of Texas City Terminal Railway Company.

When you ship or travel, think Burlington—specify "F.W.& D.C." between the Gulf Ports and North Texas.

BURLINGTON LINES



FORT WORTH AND DENVER CITY RAILWAY

CHICAGO, BURLINGTON & QUINCY RAILROAD
COLORADO and SOUTHERN RAILWAY
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We answer your problems with service!

BE ON TOP

**Skiles
Employment**

A SUPERIOR SERVICE
★ FAST ★ EFFICIENT
509-10 SOUTHWESTERN LIFE BLDG.
- SUSIE L. SKILES -
No Cost to Employer



New Advertising League Officers. Newly installed officers of the Dallas Advertising League are, left to right, James M. Floyd, advertising director of the Lone Star Gas Company, first vice president; Thomas J. McHale, advertising manager of DALLAS, president; and Marshall S. Cloyd, vice president of the First National Bank, second vice president. Clifton Blackmon, editor of DALLAS, has been re-elected secretary-treasurer. Miss Vivian Brady, secretary to the manager of D. C. Heath & Company, has been renamed editor of "OK'd Copy". As president, Mr. McHale has succeeded P. M. Rutherford, advertising manager of the Dallas Power & Light Company, who continues as a director ex officio.

Six new members of the board of directors are Miss Patricia Murphy, Group Hospital Service; Mrs. Jerry Porter, "Dallas Times Herald"; David N. Sederquist, Jr., Stewart Office Supply Company; William E. Wagley, John A. Scott Company; Will H. Rogers, Southwestern Bell Telephone Company; and Jack D. West, Western Lithograph Company.

IN DALLAS 35 YEARS

**A Four Hundred
Million Dollar Company**

Showing an Increase of
36.7% Insurance Sales
Last Year

PAN-AMERICAN LIFE INSURANCE CO.

*Gordon Durden
General Agent*

WRITING A COMPLETE LINE OF
GROUP, HOSPITALIZATION,
HEALTH & ACCIDENT, LIFE AND
PENSION PLANS

ONE OF THE
SOUTH'S OLDEST,
LARGEST AND
MOST SUCCESSFUL
COMPANIES





New Food Plant Opened. Van Camp pork and beans, chili con carne, and more than a dozen other food products are being produced in a new Dallas operation of Stokeley-Van Camp, Inc., which

is housed in the former plant of the Thrift Packing Company, 3914-3920 Pacific. E. F. Smith, general manager of the new canning plant, is shown, right, with C. H. Gillock, division sales manager. The

products packed in the Dallas plant will be distributed in Texas and other Southwestern states. Stokeley-Van Camp has leased the Thrift plant and purchased the equipment, and has also leased a 26,000-square-foot warehouse at 3720 La France. Frank R. Shotola, with J. N. Fisher, realtor, handled lease negotiations.

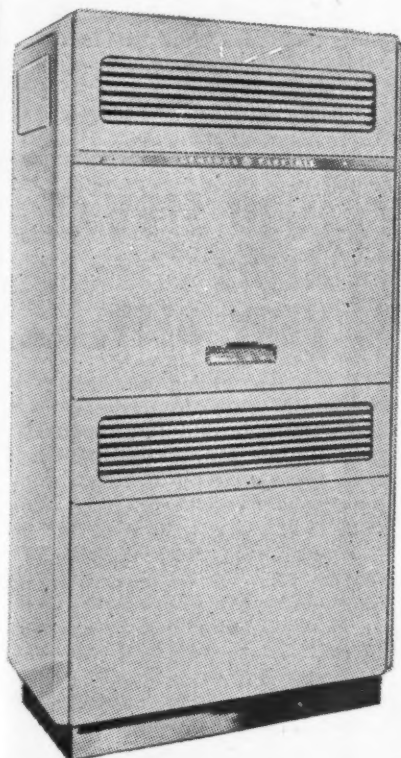
THRU CARS

ST. LOUIS
and the Metropolitan East

DAILY
ON THE TEXAS SPECIAL

Lv. Dallas	6:10 pm
Lv. Highland Park	6:18 pm
Ar. St. Louis	8:10 am

PHONE Prospect 7-0311



GENERAL ELECTRIC

YEAR 'ROUND AIR CONDITIONING

COMMERCIAL

RESIDENTIAL

INDUSTRIAL

Texas Distributors, Inc.

CALL FOR FREE ESTIMATE

T3-2194



Dallas Branch Manager. Robert F. Sharpe, who has been regional wholesale manager in Kansas City for the last year for The White Motor Company, has been named branch manager at Dallas. Mr. Sharpe was previously manager for White at Cleveland and before that served Firestone Tire and Rubber Company.



New Vice President. L. O. Evenson has been elected a vice president and director of Southwestern Associated Telephone Company of Dallas. Mr. Evenson, who started with the Commonwealth Telephone Company in Madison, Wis., has since 1930 been associated with General Telephone Corporation, parent of Southwestern Associated.



General Manager. R. E. Erickson has been appointed general manager of the Lambert Landscape Company, Lambert Gardens, and J. O. Lambert Associates. Mr. Erickson formerly was in charge of management development for Chance Vought Aircraft Division and before that served North American Aviation and Montgomery Ward & Company.



Located in one of the outstanding new buildings in the Trinity Industrial District are the new homes of Capital Records, Lima-Hamilton Corporation, and Lee Tires.

INDUSTRIAL PROPERTIES CORP. 401 Republic Bank Bldg., Dallas, Ph. R-6552

TRINITY INDUSTRIAL DISTRICT

UNDER THE SKYLINE
AT DALLAS

For information on the District, see your real estate broker or—

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Today's shopper goes by car and always looks for an easy place to park. A large paved parking lot attracts customers just as much as quality merchandise and efficient service. Let our representative furnish you with a free estimate on paving your parking areas with asphalt or concrete.

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Bring your car to us for service and repairs . . . you'll always RIDOUT with SATISFACTION.



Everything for Your Ford



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R-5055



New Vice Presidents. Dean P. Lem, left, and Tom Lake Erwin, right, are new vice presidents of William S. Henson, Inc., Dallas printing firm. Mr. Lem, who joined the company in 1945 and served in the production department, has returned to Henson after a year of service as traffic and production manager for J. B. Taylor, Inc. Mr. Erwin has been with Henson for two years in the production and sales department.

WALLY HOFFRICHTER, former Club, has been named athletic director swimming coach at the Dallas Athletic at St. Mark's School of Texas.

Designed for **SAFE DELIVERY**

of your product from factory to user

*Gaylord
Boxes*

**GAYLORD
CONTAINER
CORPORATION**
DALLAS, TEXAS

J. GLENN TURNER, Dallas attorney, has been elected a director of the Texas Bar Association.

**Fully-Paid Investment
Certificates Issued
\$100 to \$5,000**

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

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& LOAN ASSOCIATION**
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**"TAILOR MADE" TO YOUR
SPECIFICATIONS IN OUR
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THE ABILITY to produce highly specialized sheet metal jobs is our business. Texas Sheet Metal provides for you one of the most complete sheet metal manufacturing plants in the south. We excel in such specialized jobs as:

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TEXAS D4-3941
MFG. CO.

**TEXAS
SHEET METAL
AND MANUFACTURING CO.**
—DALLAS—

DR. M. L. RAY, who has practiced optometry in Dallas for a number of years, has become associated with Clingingsmith Jewelers, 1707 Main, as optometrist.

ARTHUR E. THOMAS, Dallas architect associated with the firm of Thomas, Jameson and Merrill, has been made a fellow of the American Institute of Architects.

ENJOY A
Million-Aire Vacation
in Miami 7 DAY \$187⁹⁰
AIR CRUISE
plus tax on air fare only



—while in Miami, plan a budget side trip by air to

NASSAU

in the Bahamas

Only an hour from Miami lies this quaint, leisurely British colonial outpost, haven of the International Set and new discovery for budget vacations. Swim at Paradise Beach, enjoy native calypso music, shop for bargains. 2 to 5 days hotel and air fares, meals extra.

\$49.50 to \$85.50 plus tax

Other Caribbean side trips to Havana and Jamaica at bargain fares.

Million-Aire Cruise Includes:

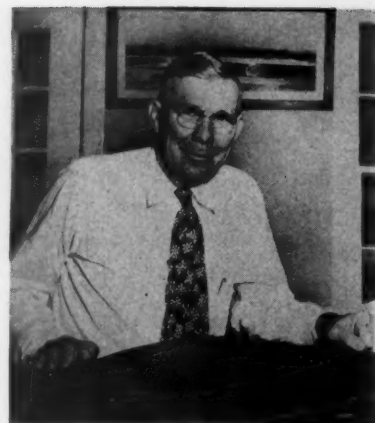
- ★ Round trip by Deltaliner to Miami.
- ★ 7 days and nights in a beach hotel.
- ★ Breakfast in bed—if you wish.
- ★ Swimming, sightseeing, night club.
- ★ Boat cruise through Magic Islands.
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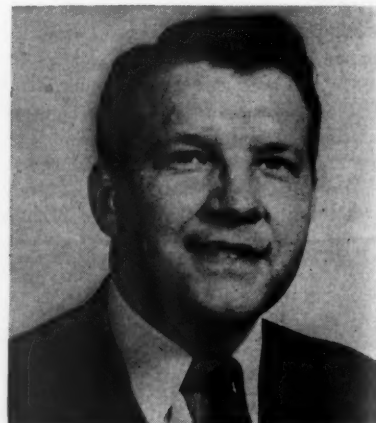
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or your own travel agent

Ticket Office: Baker Hotel



Expressways Manager. R. E. Killmer has been appointed engineer-manager for the Dallas urban expressways, succeeding Tom E. Huffman. Mr. Killmer was transferred to Dallas from Beaumont, where he was district engineer for the State Highway Department. A civil engineering graduate of the University of Texas, he has served the Texas highway department for 30 years and was district engineer at Pecos previous to going to Beaumont in 1946 as district engineer.



Sales Manager. Gerald Tomanek has been appointed sales manager for Artistic Display Company of Dallas, manufacturer of mannequins and other display items. Mr. Tomanek was formerly chief of public relations for the United States Corps of Engineers in Dallas.

1 1 1

AUBREY M. COSTA, president of the Southern Trust and Mortgage Company and a co-owner of the Love & Costa Insurance Agency and the real estate firm of the same name, is the nominee for vice president of the Mortgage Bankers' Association of America, subject to election at the annual convention of the organization in Detroit September 27-29.



METROPOLITAN

Employment Service

COMPETENT PROFESSIONAL, TECHNICAL AND OFFICE PERSONNEL
732 Rio Grande National Building

Phone R-5016

"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

ELEVATORS — MOTORSTAIRS

Commercial and Residence

Installation - Service - Repairs

DALLAS

HOUSTON

SAN ANTONIO



Elected by American. Three new vice-presidents of the American Insurance Company of Texas are, left to right, L. T. Lewis, Jr., who has been with the company since 1946 and has been assistant treasurer; James E. Wallace, who operates his own insurance agency, the Jim Wallace Insurance Agency; and David C. Lewis, who also joined the company in 1946 and has been assistant secretary.

FRANK LINDSEY, Dallas, is new governor of the Texas-Louisiana district of Civitan International.

UNEXCELLED RAIL FREIGHT SERVICE FROM
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NEW YORK • PHILADELPHIA • ST. LOUIS

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R-3472 R-3472

"The Blue Bonnet Route"
For Economy Use Texas Freight Water Service

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*Growing
with TEXAS
FOR 22 YEARS*

Great National

LIFE INSURANCE COMPANY

DALLAS

S. J. Hay, President

W. D. BAUMAN, formerly division credit manager for the Eastern division of the Oil Well Supply Company, has been named assistant to the treasurer at the company's home office in Dallas.

**PROSPECT
7-0694**



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NO CHARGE TO EMPLOYER

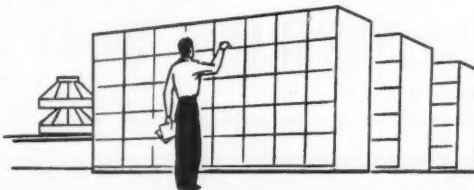
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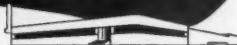
HOUSTON - 300 S. Wayside Drive - Yukon 5486

Since 1896

**BRIGGS-WEAVER
MACHINERY COMPANY**

Distributors of Industrial Machinery • Machine Tools • Pumps and Motors

DALLAS - 5000 Harry Hines - Justin 8-0311





Dallas Zone Manager. David G. Anderson has been appointed Dallas zone manager for the American Optical Company. With American Optical since 1923, Mr. Anderson has since 1948 been general ophthalmic and equipment regional sales representative for Northeast Texas and Southern Oklahoma.



Southwest Manager. Don C. Estes has been appointed Southwest division manager at Dallas for the Cory Corporation, manufacturer of portable electric dishwashers, electric coffee makers, and electric knife sharpeners. He was formerly in charge of sales for Cory in Oklahoma City.



Assistant Manager. Robert C. Austin has been named assistant manager of the mortgage loan department of the Reserve Life Insurance Company. A Navy veteran of World War II, Mr. Austin has been in the real estate business since 1945 and was formerly connected with the Oak Cliff Savings & Loan Association.

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CENTRAL 4535

406 SOUTH AKARD STREET

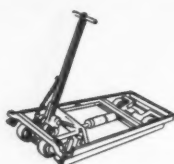
IRA E. DEJERNETT, president of the Ira E. DeJernett Advertising Agency of Dallas, has been reelected vice president and chairman of the council of advertising clubs of the Advertising Federation of America.

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Industrial and Business Properties
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PHONE 8-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.

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MECHANICAL HAND LIFT



TRAILERS—INDUSTRIAL
Caster Type



Pry Bar



JACKS



CONVEYORS
Gravity Roller



HOISTS



Fork Telescopic



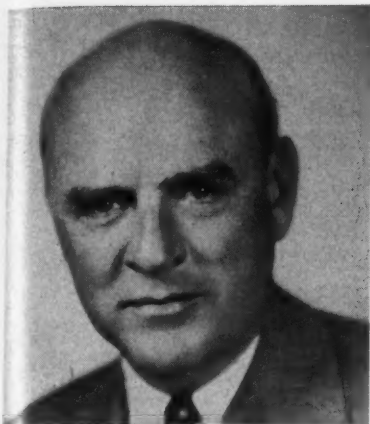
ELEVATORS
Portable

TEXAS DELIVERY



C-8411

THIS IS OUR FOURTEENTH YEAR



Sales Vice President. Robert F. Talbott, formerly first vice president and a director of the Bankers Security Life Insurance Society of New York, has become vice president in charge of sales of Jack Cage and Company, 4617 Cole, which owns and manages several insurance firms. Mr. Talbott, who had been associated with Bankers Security for 10 years, is also a director of Cage and Company.



Elected Cashier. R. L. Cartwright, who began his banking career some 20 years ago with the Keller State Bank at Keller, Texas, has been elected cashier of the Fair Park National Bank. Most recently he has been associated with the Reconstruction Finance Corporation.

The real real estate firm of JIM AKINS COMPANY has moved from 2208 Main to the new Employers Insurance Building.



Typewriters
Adding Machines
Repairs and
Supplies

S. L. EWING CO.
INC.

1919 Main Street C-5401 Dallas

HOMER G. HURLBUT, manager of the Dallas office of the Stewart Title Company, has been elected to the firm's board of directors.

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Attention:

LUMBER BUYER

We carry large stocks of lumber suitable for

CRATING, MAINTENANCE, etc.

Prompt Delivery

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Call T-5195

Order what you need . . . 1-inch, 2-inch, 4-inch. Yellow Pine, Oak, Gum, White Pine.

Also other building materials.

OLDHAM LUMBER COMPANY

(Formerly Oldham and Sumner Lumber Company)
927 SOUTH HASKELL AVENUE



No. 23 (illustrated) $\frac{3}{4}$ Horse

Power . . . \$363.00*

No. 12 (not shown) $\frac{1}{2}$ Horse

Power . . . \$292.00*

*Suggested list price. (Plus installation)

- TAMPER-PROOF, Trouble Free (hermetically sealed unit with 5-year warranty)
- Installed in a matter of minutes
- Low Operation Cost—USE NO WATER

YOU buy BEST WHEN YOU BUY YORK; that's why more York-made room conditioners are in use today than all others combined. Choice of two sizes for home, office, or consultation room.

There's a YORK dealer in your vicinity

see the new home of



DALLAS AIR CONDITIONING CO.

1708 CEDAR SPRINGS

PHONE STERLING 8-4451

MRS. BARBARA BORRIS, an interior decorator for the last five years, has joined the staff of Adele Hunt, Inc., 2819 North Henderson, as a consultant.

L. B. LESLIE has become associated with the Dallas agency staff of the Republic National Life Insurance Company.

**S. J. NADEL, CLU.
AND ASSOCIATES**

Life Insurance Counselors
2006 Tower Petroleum Building
Telephone R-3083

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Approved FHA Mortgagees

F. M. LOVE AUBREY M. COSTA
Chairman of the Board President
1302 Main Street Phone R-5551

INSPECTIONS, COMMITMENTS on
CONVENTIONAL LOANS IN 24 HOURS



General Electric's New Sign. Dallas' largest standing electric sign was formally turned on recently when W. B. Clayton, commercial vice president of the General Electric Company threw the switch to illuminate the company's new neon, double-faced sign erected atop its building at 1801 North Lamar. It measures 62 feet high and 108 feet long. Ten tons of steel framework and girders went into the supporting structure, and mounting brackets and fixtures increased the total weight to over 15 tons. Letters in the words "General Electric" are eight feet high; those in the monogram, 17 feet high; and the diameter of the monogram itself is 28 feet. Over 2,000 feet of neon tubing went into the lettering, which when illuminated is white, gold, and blue.

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- METAL FLOWER-BED EDGING
- SPECIAL FABRICATIONS, ETC.

MUSTANG *Sheetmetal & Mfg. Co.*

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3013 CANTON ST. — DALLAS



NIGHT VIEW, at top, shows restyled building housing the new Southwest branch of Knoll Associates. John L. Helm, Southwest representative, is pictured at bottom.

Dallas Branch Opened By Knoll Associates

KNOLL ASSOCIATES of New York has extended its operations to the Southwest with the opening of a Dallas sales branch and display room. The firm has transformed a one-story house at 2909 Fairmount into an urbane showplace for its lines of contemporary furniture and textiles.

It has leased the building for an eight-year period from C. H. Alexander, owner, for a consideration of approximately \$40,000. Don Pike of the Richard Kella real estate firm handled the negotiations.

Southwestern manager for Knoll Associates is John L. Helm, who has been affiliated with the firm for about two years and was transferred to Dallas from New York. He is a graduate of the University of Arkansas.

Hans Knoll, president of Knoll Associates, who was in Dallas in connection with the opening of the Dallas sales and distribution office, said that his company plans to set up eventually an assembly plant in the Dallas area.

L. L. BURNS, who has been with the Southwestern Bell Telephone Company since 1922, has been named plant extension engineer for Texas.

WOODROW M. YAMINI has been advanced from special agent to assistant manager of the Dallas agency of the Prudential Insurance Company.

Printing Plates Ad Plates Wax Ruled Plates
Electrotyping
SAM ROSS McELREATH CO. ST. WORTH DALLAS HOUSTON

YOUR ESTATE lives after you. Protect it now and for tomorrow with insurance designed to fit your needs.

Southwestern Life Insurance Company
JAMES RALPH WOOD, PRESIDENT HOME OFFICE • DALLAS

F. JAVIER ESTEVE, Dallas cotton exporter, has been appointed honorary consul for Paraguay.

EIRBIE STERLING has become associated with the sales staff of Wilkins Travel Goods Company.



Real Estate INVESTMENTS

OFFICE BUILDINGS
HOTELS — RANCHES
COMMERCIAL PROPERTIES



J. N. FISHER

Mercantile Bank Building — DALLAS — R-4675

A Home-made Will Frequently Results In Unfortunate Consequences

You should do two things to fully protect those for whom you are building an estate:

No. 1: Your attorney should prepare your will.

No. 2: You should have an experienced, competent executor to carry out your wishes.

Our Trust Department has wide experience in Estate Administration.

It is

"The Oldest Trust Department in Dallas."

The experience gained by our Trust Officers through many years of service is at your disposal. There is no obligation in asking us to consult with you and your attorney on your estate plans.

**Dallas
National**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Bank



Life Agency Manager. George W. Jones, formerly with the Rio Grande National Life Insurance Company, has been named manager of a branch opened at 515½ West Jefferson by the National Bankers Life Insurance Company of Dallas. Mr. Jones entered the insurance field in 1933 as district agent for the California-Western States Life Insurance Company.



Assistant Vice President. J. D. Vanderwoude has returned to Dallas as assistant vice president of American General Investment Corporation, M & W Tower. Mr. Vanderwoude, a native of Dallas, has for 10 years been associated with the Sisson Mortgage Company at Houston.

ROY C. LEE, 934-36 North Lancaster, has been appointed district representative for Neon Products, Inc., of Lima, Ohio.

LABELS

High Gloss Labels
That Help Sell

POWELL PRINTING CO.

A Complete Printing Service

1408 WOOD ST. DALLAS

PHONE 8-9528



New Dr. Pepper Crown. The first Dr. Pepper to be bottled with the Dr. Pepper Company's new crown will be preserved by the State Fair of Texas. James H. Stewart, right, vice president and general manager of the State Fair is shown receiving the first bottle from L. M. Green, company president, during a brief ceremony at the end of the bottling line in the Dallas plant. It was the first change in crown design made by the company in more than 25 years.



Executive Secretary. Max Scheid has been elected executive secretary of the Dallas Insurance Agents' Association, succeeding the late Alfonso Johnson. He will also supervise the Dallas Placement Board, which handles insurance on properties owned by various governmental agencies in Dallas County. Formerly a rate supervisor with the Texas Fire Insurance Department, Mr. Scheid has for the last three years been a special agent for Crum and Forster.

BEN H. WOOTEN, president of the First National Bank in Dallas, has been elected to the board of directors of the American National Bank of Oak Cliff.

E. POSTON HAMILTON, who has been in the advertising and printing field in Dallas for 30 years and for the last three years has been associated with the Ira E. DeJernett Advertising Agency, has returned to the Padgett Printing and Lithographing Company in the firm's customer relations and service department.

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in

**DIAMONDS
and
WATCHES**
SCIENTIFIC
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... MOVABLE STEEL PARTITIONS AND PANELING

FOR ALL INTERIORS... You can quickly divide floor space and cover interior walls with Martin-Parry Metlwal Movable Partitions and Paneling. That means faster, cleaner, safer, simpler installation—permanent, yet easily movable without waste when a floor plan must be changed.

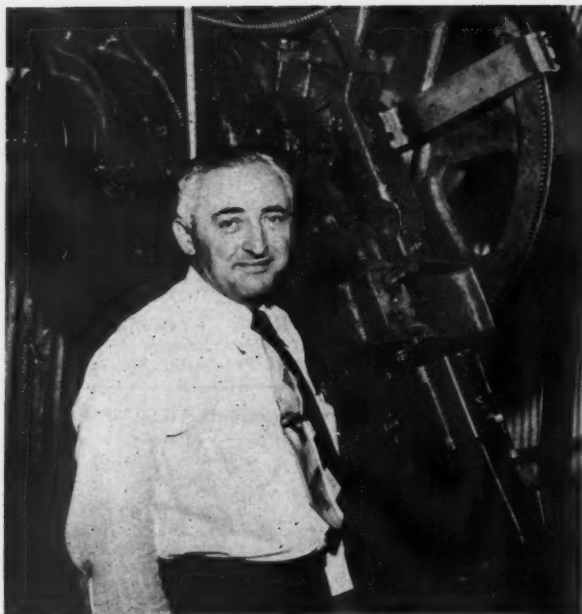
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ACOUSTI-CELOTEX
TRADE MARK REGISTERED U. S. PATENT OFFICE

STOP THAT NOISE... Acousti-Celotex, the famous perforated cane fibre tile, soaks up disturbing noise. It can be quickly and quietly applied without disturbing business routine and it can be repeatedly painted without losing its sound-absorbing qualities.

S. W. NICHOLS CO., INC.

DALLAS
Tolson 3-2166

HOUSTON
WE-9311



HARRY A. YANOF

HEMSY Stamping & Manufacturing Company has transferred its operations from Toledo, Ohio, to Dallas and has moved its equipment and machinery into its new plant at 7126 South Lamar. The company, of which Harry A.

Dallas Plant Opened By Metal Fabricator

Yanof is president, is now specializing in the production of high-precision, ferrous and nonferrous metal parts for the automotive, upholstery, and other industries in Texas, Louisiana, Arkansas, and New Mexico.

The equipment installed in a 5,000-square-foot steel building having a 175-foot frontage on Lamar includes seven punch presses ranging from 30 to 100 tons, complete tool and die machines, wire coil spring machines, a 16-foot heat-treating oven, and enamel baking units. The plant is located on a one-acre lot providing space for future expansion.

A substantial part of the company's output will be wire coil springs for upholstered furniture. It has a working force of about 30 persons.

Mr. Yanof has had 26 years of experience in the metal stamping business. He said that he had decided to relocate his business in Dallas on the basis of information regarding industrial activity supplied him by the Dallas Chamber of Commerce.

Mr. Yanof has converted his business into a Texas corporation.

Employment Agency



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DALLAS'
FINEST
EMPLOYMENT
SERVICE

CALL ★ OFFICE
R. 3426 ★ SALES
★ TECHNICAL

Time Saved in Finding Right Employee
With a Minimum of Interviews
NO CHARGE TO EMPLOYER

EVANS

207-B
PRAETORIAN BUILDING

EMPLOYMENT SERVICE

New president of the Oak Cliff Civitan Club is DR. EDWARD L. EVANS, whose fellow officers are IRA C. JARED, JR., first vice president; HARRY B. LEVINE, second vice president; LOUIS B. BERRY, third vice president; EDWARD O. HENDERSON, secretary; RALPH CRABTREE, treasurer; and DERWOOD S. WINTREE, editor of "Civitan Bulletin".

JACK VALTAIR of Dallas has been elected president of the Texas State Society of American Medical Technologists. ELEANOR T. CARR of Dallas is secretary.

CHARLES D. STEPHENS has been advanced from assistant manager to associate manager of the Dallas agency of the Prudential Insurance Company.

"The Prescription House for the Eye Physician"

Sylvester's

Dispensing Opticians

308 MEDICAL ARTS BUILDING

DALLAS

PHONE C-6968

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BANK STOCKS — INSURANCE STOCKS — PUBLIC UTILITY, PREFERRED AND COMMON STOCKS — CORPORATION BONDS — MUNICIPAL BONDS

Your inquiries are invited.

★ *Oldest Trust Company in Dallas
Specializing in Investment Stocks and Bonds*

DALLAS UNION TRUST CO.

502 DALLAS NATIONAL BANK BLDG.

DALLAS, TEXAS



—Photographs by Squire Haskins

Lakewood Club Redecorated. There is a new look at Lakewood Country Club, which was formally opened last month's end after decorators, architects, and contractors had spent three months giving it a thorough going over from top to bottom, inside and out. The remodeling has added year-round air conditioning, improved kitchen facilities, and renewed dining areas, lounge, and locker and game rooms.

The clubhouse has been glamourized by such touches as a mirrored shadow-box with cacti arrangements and picture windows overlooking the grass greens. At opening ceremonies, held on the terrace outside the grill (photo at bottom, right) Houston H. Nichols, right, new

Lakewood president, and Glen C. Wasson, chairman of the house committee, are shown cutting the ribbon to formally reopen the club.

Pictured in redecorated private dining room at top, left, are R. J. Brydon, left, chairman of the building committee, and Ed T. Harrison, chairman of the decorating committee. One of the mirror-paneled fireplaces which form focal points at the ends of the main lounge is pictured at right, top. Seated, left to right, on the huge circular sofas placed in conversational groups on either side of the fireplace are, at left, Mrs. Frank Jones, Mrs. V. C. Kneese, and Mrs. W. S. Hamilton, and, at right, Mrs. John Crawford, Mr. Crawford, Mrs. Ray Shelton,

Jr., and Mr. and Mrs. C. C. McLain. Standing back of the sofa at left are V. C. Kneese, W. S. Hamilton, Frank Jones, and Jack Dearing, and, at right, Ray Shelton, Jr., and Roy Newman. Redecorated downstairs grill is shown at bottom, left.

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Bring Your Eye Physician's Prescription to us for A-1 Quality Lenses



D. MARTIN THOMAS

THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS



Fifty years ago Dallas looked like this (looking north from the old Oriental Hotel).



Modern Dallas is a far cry from the old horse and buggy days when Texas was young.

We tell the Story of

TEXAS



Editorial office:
P. O. Office Drawer G
Capitol Station, Austin

...and in the TEXAS PARADE we tell it straight from the shoulder to ten thousand Texans and a chosen 5,000 outsiders.*

Texas is spacious, Texas is growing fast, Texas is attracting many industries from all directions. The TEXAS PARADE faithfully reports this progress.

It will pay you to investigate this lucrative empire. Call us. We will be glad to be of help.

*Ask us about these 5,000 outsiders.

Advertising office: 1725 North St. Paul St., Dallas, Texas (Phone Central 6541)



Out of the Earth

By Louis Bromfield. Published by Harper and Bros. 305 pages. \$4.

FARMER LOUIS BROMFIELD of Malabar Farm is not only well known to Dallas but, far more than that, is well liked by Dallas people. So, when this successful novelist writes another "farming" book, it readily commands the attention of the people of Dallas and the Blacklands region.

For far too long, too many have continued to think in terms of "the eternal Blacklands." There are still too many who are in the lethargy of thinking "eternal" when they should be thinking "eternally"; that is, the Blacklands will eternally wash down to the sea unless former farming practices are abandoned and the New Agriculture is put into practice.

This great ambassador of soil conservation writes in his intensely interesting manner from his own experience of more than 10 years at Malabar Farm (and also at Wichita Falls Malabar) as a "dirt farmer." He happily combines an ability to write and a desire to achieve real agricultural advancement with practical everyday experiences and observations.

In "Out of the Earth," the reader will find only those practices which any farmer can afford to put into use. The author states it is not a book on agriculture but about agriculture. The subject is too vast, intricate, and complex to be covered in any one book but here are mentioned and described those things which every agricultural section must do or be doomed.

The new census figures show that Dallas as well as other cities is growing rapidly but at the expense of the populations of the rural communities. Certainly it is incumbent upon the thinking people of the Dallas area to keep in mind the preservation and conservation of the vast wealth contained in the soil of the Blacklands, for definitely upon the prosperity of the Blacklands depends the prosperity and future growth of Dallas.

Read "Out of the Earth" to come to the full realization that it is only out of

the earth that every inhabitant of Dallas will live. Dr. Hugh Bennett has well said, "Poor land makes poor people," and he could have added "poor cities." Farmer Bromfield points the new way with the New Agriculture.—Jerry Porter.

The Gilmer Akin Bills

A Study of the Legislative Process. By Rae Files Still. Published by The Steck Company. 198 pages. \$2.50.

NO one could be better qualified to write this story of the process by which the controversial Gilmer Akin law was finally enacted than the gifted author who has years of experience in the legislative branch of the Texas government and still more years of experience as a schoolroom teacher.

Rae Files Still, a veteran member of the House of Representatives from the Waxahachie district, was associated with this legislation from its inception and was appointed a member of the interim committee which kept the subject active and promoted its final enactment.

This law made radical changes in the policy and administration of education in Texas, and, in the opinion of many, placed Texas squarely in the forefront in the educational field. These changes when proposed gave rise to a controversy from which many repercussions are still being felt. For this reason, the author thought it would be well to give a detailed and intimate account of what went on. And this she has done. No punches are pulled and no activity covered up. Here it is in almost blow-by-blow form.

Perhaps you wish to have a bill passed, or one defeated. Representative Still tells in her book just how to go about accomplishing your objective.

Whether you are for or against the law, you will find this book of value. Here you have the complete information. If you are a school patron or merely a taxpayer, you need to read the book and keep it on your most accessible shelf. The controversy is far from stilled by Mrs. Still.—Jerry Porter.

We welcome new accounts. That is why a friendly voice will greet your phone call.

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Where Finest Flowers Are Sold
L-3161 3323 Oak Lawn

"In Any Event Send Flowers"

YOU

need to know what comes

OUT OF THE EARTH

By Louis Bromfield \$4.00

A vital and gripping book by that interesting writer, Louis Bromfield. A description of what must be done to our soil by the New Agriculture. Soil Conservation Must Come—do or be doomed.

DALLAS

is vitally interested in the effects of

THE GILMER-AKIN BILLS

By Ray Files Still \$2.50

The Gilmer-Akin law changed the whole aspect of education in Texas and caused a mighty controversy. Representative Still gives a vast amount of intimate information pro and con. A book for both sides.

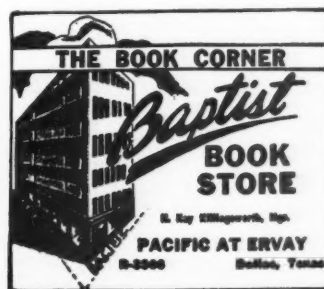
MEN

are still talking about what's in

THE BEN LILLY LEGEND

By J. Frank Dobie \$3.50

The mightiest hunter since Davy Crockett—and may be since Nimrod himself, who knows? Anyway, Dobie has mightily gathered the material and slanted it for Texas readers.



C. J. SKELTON, secretary of the Republic National Life Insurance Company, has been elected chairman of the board of management of the Oak Cliff Y.M.C.A.

The DeLoach Advertising Agency, headed by JAMES W. DeLOACH, has moved from the Fidelity Building into new quarters in 606 Texas Bank Building.

PHOTOSTAT PRINTS

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organized to
handle only
large national
accounts

recommend with
confidence

their smaller
accounts to

R. J. Burke

ADVERTISING, INC.

3208 McKinney Avenue
Logan 6-2037



Form New Electrotpe Service. Four former employees of "Texas Farm and Ranch," who preferred to remain in Dallas when the publication transferred its printing operations to Kokomo, Indiana, recently, have established the Electrotpe Service Corporation, 1306 Marilla, to do electrotyping and nickeltyping. Officers of the new firm are, left to right, J. E. Philpot, treasurer; Eugene W. Samuels, business manager; D. G. Mills, secretary; B. N. Wood, vice president; and H. H. Gray, president.

Mr. Gray, who was a pressman for "Texas Farm and Ranch" for 12 years, will handle sales. Mr. Wood, who will be in charge of production, was associated with Sam Ross McElreath Company previous to joining "Texas Farm and Ranch." Mr. Mills, who will be in charge of the molding department, was connected with Dallas Electrotyping Company for 15 years before joining "Texas Farm and Ranch" as an electrotyper five years ago. Mr. Philpot, who will direct the laboratory and casting, was associated with "Texas Farm and Ranch" for 14 years and was foreman of the electrotyping department. Mr. Samuels was formerly accountant for the Southwest Company of Dallas.

HERMAN BLUM

CONSULTING ENGINEER

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AND BUILDING MATERIALS

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Advanced by Dallas Power & Light. Two new vice presidents of the Dallas Power & Light Company are C. A. Tatum, right, moved up from commercial manager, and L. J. Blaize, left, elevated from assistant to vice president. Two new members of the company's board of directors are R. L. Thornton, chairman of the board of the Mercantile National Bank, and Fred F. Florence, president of the Republic National Bank. Mr. Tatum joined Dallas Power & Light in the commercial department in 1928 and became commercial manager in 1939. Mr. Blaize became associated with the company in 1930 as an electrical engineer and was made assistant to vice president with general administrative duties in 1943.

Mme. Vian

(Continued from Page 16)

her first shop in Newark, where she specialized in bridal apparel for 14 years. This shop is still famed for designing trousseaux for New York and New Jersey debutantes.

During all of this time, Mme. Vian had heard in increasing amounts about the hospitality and smartness of the Southwest. One of her neighbors and close friends returned to New York after visiting Dallas and proclaimed this city to be the fashion center of the present and future. Next, she received a letter from a couple she had known for years who had moved to Dallas to open the Fred Astaire dance studio. She had designed many of Vivian William's dancing dresses, and in response to her insistent letter decided to drive to Dallas to get a first-hand view.

"Now I won't go back!" she insists. "Instead, I am spending every spare moment getting my entire family to come down here. My husband is selling his business interests and moving to Dallas from our home in Glenridge, N. J. I think he doesn't believe all I claim for Dallas, and he probably considers me a bit mad, but I only wish it were possible to get

my sons here also. I delight in the friendly atmosphere of the Southwest, and in the gentility of the people. And it is such a pleasure to see so many well-dressed women wherever I go."

In the two years that Mme. Vian has been doing business in her Cedar Springs shop she has built up a clientele that requires from four to eight custom-made dresses a week plus all the accessories and lingerie that go with such gowns. In addition to these dresses which sell for several hundred dollars, she does all the dress making for many weddings including the bridal gown, bride's mother's dress, and the bridesmaids' dresses. She also advises with the bride as regards decorations but does not handle flowers, candles, and the like.

Since the average Vian gown sells for around \$500, special care is taken in the sewing. First a sketch is prepared for the customer, and then changes suggested by

Heads Sales Executives. Gordon Durden, general agent for the Pan-American Life Insurance Company, is the newly elected president of the Dallas Sales Executives Club, succeeding Zene Havstad, Russell-Miller Milling Company. Other officers are J. M. Reich, Sears, Roebuck & Company, and A. W. (Jack) Lynch, Servel, Inc., vice presidents, and Guy Draper, manager of the Oak Cliff Chamber of Commerce, secretary. In addition to the officers, the new board of directors includes H. E. Ballard, William H. Pierce, Campbell Smith, Frank Smith, J. R. Temple, and Lindsley Waters, Jr.

the customer and Mme. Vian are tried in the drawing for effect. Then measurements are taken and a muslin model of the dress is made with greater care and attention to detail.

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The March of Industry

New Buildings Are Going Up For Walker and Taylor Firms

UNDER construction in the Trinity Industrial District are two new buildings—a 12,000-square-foot structure at Levee and Howell for the Walker Manufacturing Company and a 30,000-square-foot home at Industrial and Howell for the five associated L. M. Taylor companies.

The Walker building will provide new quarters for the Dallas branch, now located at 2033 Commerce, which distributes throughout Texas, Oklahoma, Arkansas, Louisiana, and New Mexico a line of exhaust systems parts, jacks, electric lifts, and oil filters manufactured at the company's home plant in Racine, Wis. Everett George is district manager.

The building, which will house general offices, showrooms, and warehouse facilities, will be leased to Walker Manufacturing Company by the Wega Corporation, owner. The architect is Lucious O'Bannon, and the contractor, the Rock

Construction Company. Sale of the property was negotiated through William T. Bird, real estate broker.

The Taylor Building, which will cost approximately \$200,000, is being erected on five lots, with a total area of 54,675 square feet. Four adjoining lots have been acquired for expansion. The masonry, steel, and glass structure will house L. M. Taylor & Company, Taylor's, Inc., Texas Warehouse Company, O & M Heater Company, and Texas Water Heater Company, the latter four distributors of gas and electrical appliances. It will include 5,000 square feet of air-conditioned office space and showrooms. The architects are E. Carlyle Smith and Marshall H. Warder.

The Walker company expects to occupy its new building about September 1, and the Taylor companies, now located at 2112 North Lamar, expect to have their new building completed about October 1.

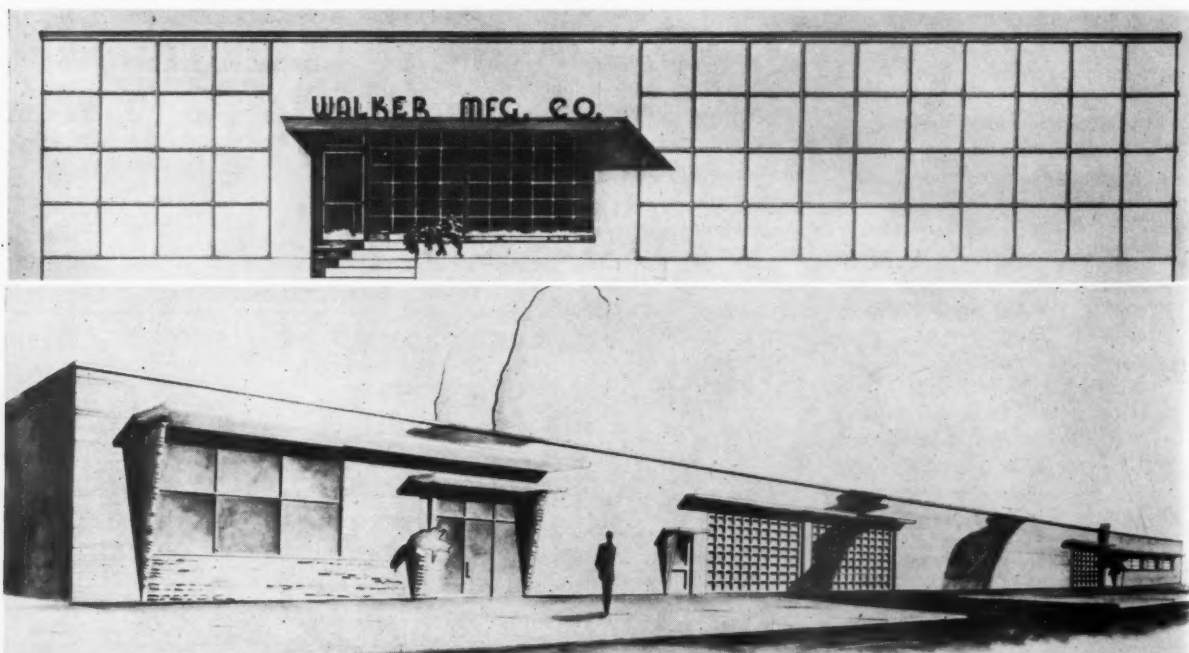
NEW HOME of Walker Manufacturing Company will look when completed as pictured in the architect's sketch below. Drawing at bottom shows the architect's conception of the structure to house the five associated L. M. Taylor companies.



Dallas Distribution Center For New Water Purifier

With the formation of the Ogden Water Purifier Corporation, Dallas has become international distributing center for a new type of device for purifying water. The company, with offices at 6336 Richmond, will distribute a household filter invented by Hubert S. Ogden of Los Angeles.

Miss Patricia Palmer is shown holding the filter. In front of her are the parts of the container, which is attached at the water inlet of the kitchen. The gadget is said to yield 30 gallons of water an hour. Julius Keller, Jr., is president of Ogden Water Purifier Corporation. Weldon Cloud is vice president, and E. W. Bounds, Jr., is secretary and treasurer.



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A. F. ALLEN, President



THIS IS THE ENTRANCE to Eastman Kodak Company's new \$1,500,000 Dallas processing plant, the company's sixth.

Eastman Kodak Opens New Processing Plant

EASTMAN Kodak Company has speeded up its film processing and distribution service to its customers in an eight-state area with the opening of its new Dallas \$1,500,000 warehouse and film processing center at 6300 Cedar Springs.

As Eastman Kodak's only plant in the South, the new processing station is housed in a two-story, 120,000-square-foot red brick building covering an area of 160 by 370 feet. It is serving all of Texas except El Paso, Eastern New Mexico, Western and Southern Kansas, Southwest Missouri, all of Colorado, Arkansas, and Oklahoma, and all of Louisiana except New Orleans.

The center is providing complete Cine-Kodak film processing service for both black-and-white and Kodachrome film in 8-mm and 16-mm sizes. Next fall, the processing service will be expanded to include the making of Kodaslide transparencies from miniature-camera film.

Recordak Corporation, an Eastman subsidiary handling microfilm, has its Southwestern processing, sales, and service facilities in the new plant. Another affiliate, the Cellulose Products Division, which makes Kodapak pliable film, also has offices in the building.

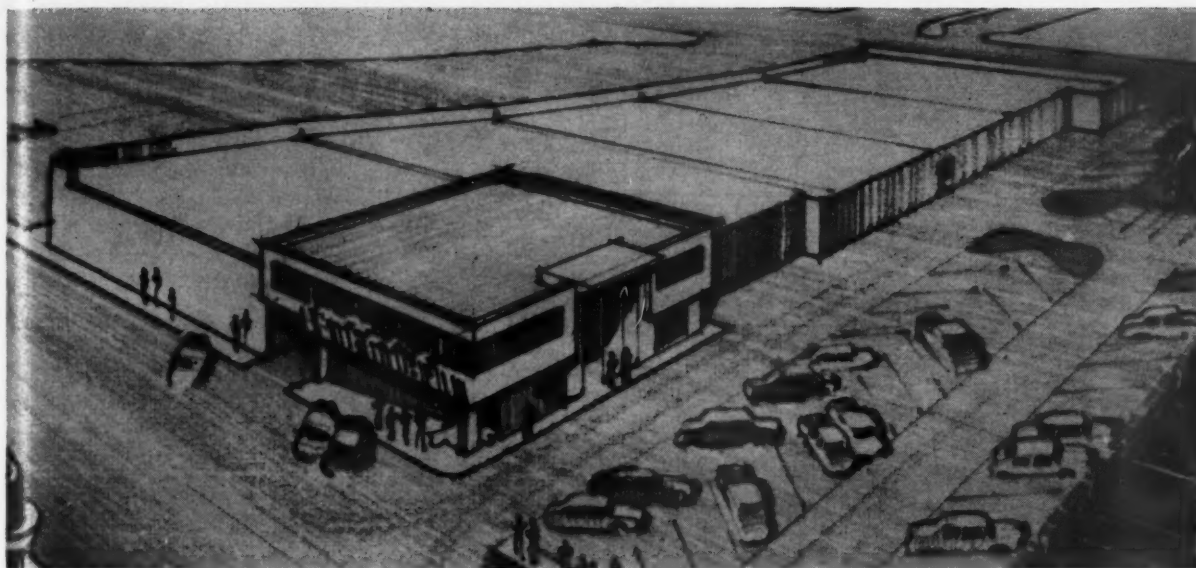
Henry C. Beck was general contractor for the building. The firm of Thomas Jameson & Merrill was the architect.

—Photographs by Squire Haskins



EASTMAN KODAK OFFICIALS in Dallas from the Rochester, N. Y., headquarters for the formal opening of the Dallas processing stations included James E. McGhee, left, at right, vice president and general sales manager, and I. L. Houley, center, assistant vice president, who are shown with Eric D. Sitzenstatter, right, assistant manager for sales of the Dallas plant. Mural in background shows Rochester plant. James Z. Bessellieu, above, is manager of the Dallas plant. He has been associated with Eastman Kodak since 1928 and had been territorial manager in Rochester since 1946.

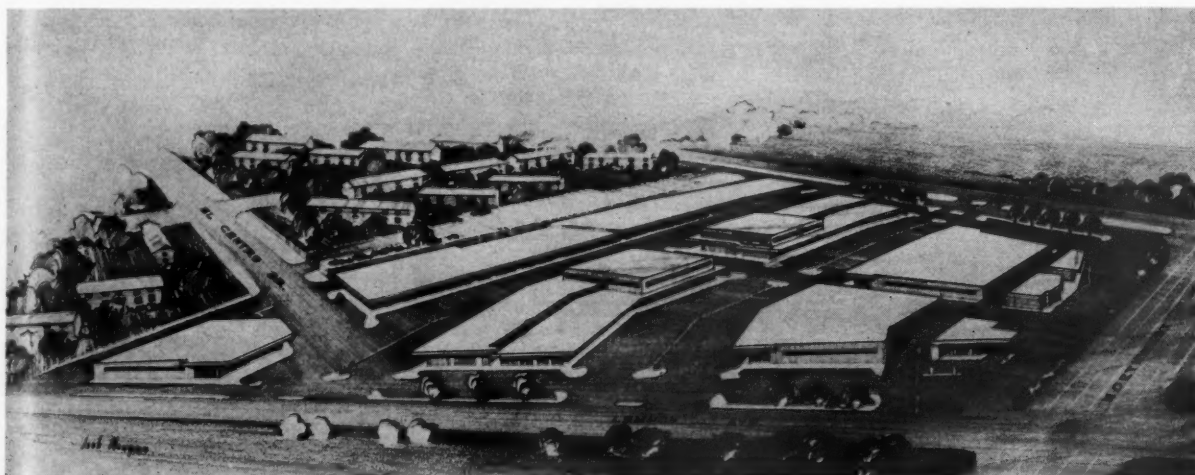




New Building for Doctors. Offices for some 20 physicians will be provided in this two-story, \$175,000 building being erected in the Live Oak-Skillman shop-

ping center by Dines & Kraft, owners. The structure will have 10,000 square feet of floor space, be air conditioned, and have an automatic elevator. The main

entrance will face a parking area for 85 automobiles. Walter W. Ahlschlager is the architect. Lee R. Kraft will handle leasing arrangements.



Walnut Hill Village. Construction under way on the first building, a \$40,000 automobile service station and store for Dunlap-Swain Company, has launched the development of Walnut Hill Village as a combination shopping center, apartment house project, and residential hotel. The 20-acre village, announced by H. Leslie Hill, real estate developer, will cost about \$3,500,000 and will look when completed as pictured in the architect's sketch above.

The shopping center will occupy 10.5 acres and will have a combined front footage of 1,610 feet, which will accommodate from 60 to 75 stores. There will be about 28 two-story brick apartment houses with a total of 248 family units.

The hotel will be a two-story brick structure with 120 rooms. The Walnut Hill Village site is at Lemmon and Northwest Highway. The master plan for the project has been developed by Walter W. Ahlschlager, architect, and his associates,

C. M. Smith, chief engineer, and J. H. Morgan, creative designer. Hugh Prather, Jr., with Majors & Majors, realtors, who handled the negotiations for the purchase of the property by Mr. Hill, will also be sole leasing agent for the village.

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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firm is interested in representing Dallas manufacturers in its territory:

Plastic Modern Company, Spokane 8, Wash., distributor in the Washington, Oregon, Northern Idaho, and Western Montana territory, is seeking additional industrial and building materials lines including wall coverings, floor coverings, and protective synthetic coatings.

The following individuals and firms are seeking representation in Dallas and vicinity:

Fred L. Roberts Enterprises, 5708 West Pico, Los Angeles 19, Calif., electric garbage disposal unit distributor, is seeking a sales organization on an exclusive franchise basis.

Childers Manufacturing Company, 625 Yale, Houston 7, aluminum awning manufacturer, is seeking Dallas dealers.

McFarland Manufacturing Corporation, 1630 Roberts, Houston 3, garden sprayer distributor, wishes to contact retail dealers.

Metal Sales Company, 4614 Prospect, Cleveland 3, Ohio, automobile body solder manufacturer, is seeking a Dallas distributor.

American Machine Works, 1320 Clark, Racine, Wis., wire stitching machine manufacturer, is seeking a representative presently handling shipping room supplies.

William J. Hacker & Company, 82 Beaver, New York 5, N. Y., representatives of a manufacturer of microscopes, microtomes, and microscopic accessories, wish to appoint a distributor for the Dallas area.

Parks Associates, La Habra, Calif., desires a company to bottle on contract line of industrial, commercial, household, and car cleaner fluids. Texas broker established.



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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

5046/MSN. Japan. Kobe firm wishes to contact concerns interested in representing Japanese manufacturers on a commission basis for porcelain, glass stemware, baskets, bamboo goods, holiday decorations, umbrella frames and handles, rugs, sewing machines, needles, toys, buttons, cultured and imitation pearls, paper hats, agar-agar, menthol crystals, peppermint oil, camphor, and chillies.

5056/RNC. Norway. Manufacturers have for export frozen herring, smoked herring, salted herring, brisling and sild sardines, cocktail snacks, canned bacalao, frozen shrimp and lobster, ptarmigan, frozen berries, beer, flatbread and crispbread, crushed charcoal, fish and codliver oils, medicinal soap, modern furniture, "Norsolde" furniture, office furniture, tea wagons, sewing kits, clothespins, steel and plastic rulers, cigarette papers, wallpaper, paper lanterns, goat leather shopping bags, fishing tackle, granite and marble, sport and kitchen knives, cylinder locks, boats of various kinds, wrought iron lamps, silver and enamelware, ceramics, silk lamp shades, cellulose sponges, smoking pipes, and chair wheels.

5056/FE. France. Manufacturers wish to export bicycles and motorcycles, cutlery, combs and comb cases, sun glasses, plastic frames for glasses, optical laboratory supplies, compasses and slide rules, precision and drawing instruments, clocks and watches, parchment, film developing tanks, microfilm read-

ing machines, toys and Christmas ornaments, crystallized flowers, books, smoking accessories, rubber goods, lamps, radios, glassware, and diamond tools and dies.

5056/CA. Ecuador. Guayaquil concern wants to contact firms interested in importing Ecuadorian native handicrafts and art novelties.

5056/NSM. Holland. Manufacturer wishes to appoint a representative for his line of graphic machinery and the "Mercedes" high speed automatic printing press.

5036/CMW. Italy. Carrara manufacturer wants to contact firms interested in importing Italian marble.

5046/V. Denmark. Esbjerg cannery wishes to contact brokers interested in handling a line of fresh, canned, frozen, and salted fish.

5046/FA. Brazil. Rio de Janeiro concern offers for export Brazilian coffee beans, cocoa press cake, and powder.

5056/CGofB. Belgium. Manufacturers wish to export precision and optical instruments, and religious china figurines.



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Dale Miller

(Continued from Page 7)

D. C. Commissioners thinking overtime. Noting that Washington's principal avenues are named for States (Pennsylvania, Connecticut, Massachusetts, etc.), he expressed dissatisfaction with the fact that Texas Avenue is an unprepossessing street in a remote part of town. So, sure enough, the Commissioners are coming up with new ideas, and it's likely that a more impressive thoroughfare will bear the name of Texas before long. . . . Texans are still chuckling over the recent experience of one of their colleagues, Congressman Clark Fisher, who represents the thriving goat country of West Texas and who introduced a bill to authorize the issuance of a stamp to commemorate the centennial anniversary of the Angora goat in America. The bill was referred to the appropriate committee, which happened, unfortunately, to be deluged with similar bills to commemorate scores of persons and events. The harassed chairman was so besieged with pressure from sponsors of the multifarious bills that when Fisher innocently made inquiry as to their legislative status, the chairman recited his woes in detail, and then confided intimately: "Why, you wouldn't believe it, but some crazy so-and-so even introduced a bill to honor a blankety blank goat!"

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of Commerce

Banking

884 The Dorsey
Company

Printers—Lithographers
Stationers—Office Furniture

885 Western
Newspaper Union

Typesetting, Stadsleep Mats,
Rotary Press, Newspaper, and
Circular Printing

888 Sutton, Steele
& Steele, Inc.

Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Centrifugal Separators

EXCHANGE LOCAL LONG DISTANCE TELEPHONE DIRECTORY



FANCY flourishes were the stock in trade of commercial artists at the turn of the century, a technique illustrated by the cover, above, of the 1903 telephone book which was designed by an artist on the staff of The Dorsey Company, pioneer Dallas printing concern. From a modest beginning in 1884, this firm has survived fires and panics to grow with Dallas. It is today one of the leading printing and office supply houses of the Southwest.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1889 Austin Bros.
Steel Company

Steel for Structures of Every Kind

1889 Watson
Company

Contractors and Builders

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.

The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians

Life Insurance Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders





There's profit in the **AIR..** **CONDITION** it to your customers!

Your customers are people. Like you, they prefer to eat, sleep, work and do business in comfort . . . and during a Texas summer that means *cool!* Dependable electric air conditioning has become an absolute necessity for better merchandising. Just make sure the system you install can do the *complete* job . . . be sure it's *electric!*

What Electric Air Conditioning Offers You

1. A dependable, evenly circulated flow of filtered, refrigerated air . . . kept at a comfortable temperature regardless of the variance of climate conditions.
2. The most positive form of dehumidification yet devised. This is a function of electric air conditioning that is of equal importance to the cooling of the air for perfect comfort.
3. A flexible and efficient system that requires a minimum of floor space. There are many systems designed for the smallest and the largest places of business. Electric Air Conditioning is the most economical method of cooling available, coupled with dependable and economical electric service. When the heat's on . . . you'll be glad you installed Electric Air Conditioning.

See your Electric Air Conditioning Dealer — TODAY!

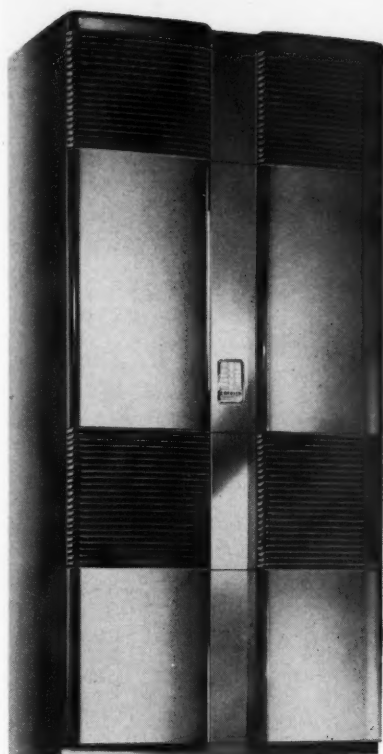
DALLAS POWER & LIGHT COMPANY



Eclipse the hot Texas Sun with a

Carrier

WEATHERMAKER



THE BRILLIANT NEW CARRIER WEATHERMAKER ...

NEW IN FEATURES ... NEW IN BEAUTY ... NEW IN

PERFORMANCE ... NEW INSIDE AND OUT!

- 1. NEW CONTROLLED COOLING**
— avoids that cold, clammy feeling and assures real comfort at all times.
- 2. NEW HUMITROL** — permits you to speed up the dehumidifying action to remove more moisture on sultry days.
- 3. NEW HERMETIC COMPRESSOR**
— no exposed moving parts, no belts to wear out, nothing to oil or adjust.
- 4. NEW EVEN-FLO AIR DISTRIBUTION** — revolutionary advancements in fan design, air diffusion and air distribution.
- 5. NEW WHISPER-QUIET OPERATION** — in addition to "QT" features, the entire cabinet is sound-insulated with thick fiberglas.
- 6. NEW LOW OPERATING COST**
— the many exclusive features of the Weathermaker contribute to great saving in electricity and water consumption.

NOTHING LIKE IT UNDER THE TEXAS SUN!

Air conditioning has proved itself to be a real money-maker in so many Texas businesses that no progressive store, shop, restaurant or office can afford to be without it. Yes, the purchase of a Carrier Weathermaker is a wise investment. Carrier, today, brings you the last word in compact, efficient design and low cost operation . . . that's because Carrier, the founder of air conditioning, knows your air conditioning needs best! Plan now to install a Carrier Weathermaker before Texas temperature takes its toll of your business!

SEE YOUR CARRIER DEALER NOW!



STONE CO., INC.

1716 Plantation Drive

Dixon 4-8435

**M. B. KISER
HEATING & AIR-CONDITIONING CO.**

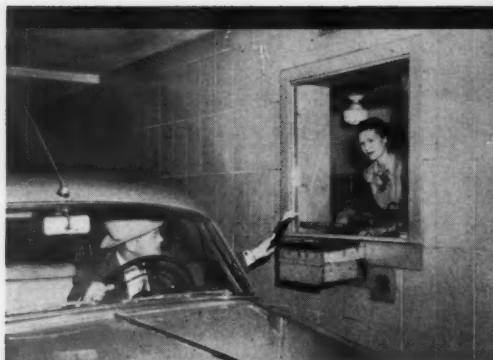
3326 Elm St.

Riverside-9378

BANK

FROM YOUR CAR

- Save Time
- Eliminate Parking
- Avoid Waiting in Line
- Ignore Hot Weather



DRIVE THROUGH DEPOSIT SERVICE FOR BUSINESS FIRMS

..... Six Windows to Speed Your Service are now staffed as needed. You drive in on Commerce, out on Main Street, without ever leaving your car. More than 8,000 cars use this convenient service in an average month.

..... Payrolls Are Made Up In Advance in accordance with your specifications. Simply telephone the Drive-in teller in advance and tell him in what denominations you want your money.

..... Your Money Is Ready for Pick-up at the Payroll Window nearest the Main Street exit, saving you time and trouble.

..... Cash Tickets and Checks are collected every 20 minutes from the Drive-in windows. From this point they are handled like any other bank deposit.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

MERCANTILE NATIONAL BANK

